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ABSTRACT

The impetus for writing the history of the College Reading Association (CRA) came from charges given to the historians by President Judy Richardson on November 24, 1995. She took the charges from the "Procedural Practices Manual," which mandate the preparation of a series of 5-year highlights of the CRA. This history begins by stating that the CRA is a "professional, educational, not-for-profit organization devoted to the specific purposes of fostering and promoting directly or indirectly the growth and development of the teaching and learning processes related to reading at all levels." The history then cites its nine specific purposes for the organization. It is then divided into the following sections: The First Five Years--1958-1963; 1963-1968; 1968-1973; 1973-1978; 1978-1983; 1983-1988; 1988-1993; and 1993-1998. (NKA)

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History of the College Reading Association

1958-1998

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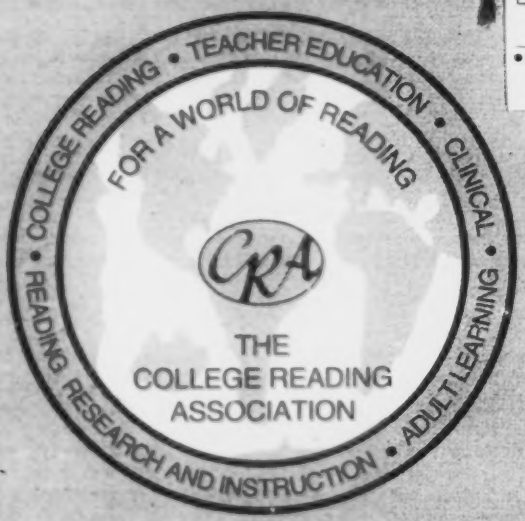
COLLEGE READING • TEACHER EDUCATION • CLINICAL • READING RESEARCH AND INSTRUCTION • ADULT LEARNING
FOR A WORLD OF READING
CRA
THE
COLLEGE READING
ASSOCIATION

Co-Historians
J. Estill Alexander
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"LEST WE FORGET"

Why is the history of CRA so important? *"Lest we forget"* refers to two major concepts; one affective and the other cognitive. Neither concept is novel, but both are critical to the understanding and appreciating of the field of reading. When we forget what has gone before us, we are destined to repeat our mistakes. Knowing where we have been helps us understand where we ought to go and how we should go about getting there.

The impetus for writing the current history of CRA came from charges given to the historians by President Judy Richardson on November 24, 1995. She took the charges from the *Procedural Policies Manual* which states:

> Begin the writing of the history by preparing a series of five-year highlights of the Association. Begin in 1961 (five years after the Association was founded) and highlight CRA activities for each five year period. This will allow a beginning to the formation of the history. (Charge Number 4)

This policy planted the idea for organizing the history reported here into 5 year periods.

The Board of Directors officially approved the concept of publishing a written history on October 31, 1996. This was when J. Estill Alexander and Susan Strode began work in earnest with strong support from members such as Judy Richardson, Marino Alvarez, Gary Shaffer, and the reviewers mentioned in the acknowledgments that follow.

Efforts to develop a history, however, go way back. In the minutes from November 1, 1973 under the Historian heading, the following was written:

> "It was mentioned that the constitution states that the president appoints committee chairman and that possibly the president should appoint a new chairman to collect and compile the history of the organization. President Fishco replied that the roles of committees are not delineated but are free to operate as they choose."

The text of this history also documents previous efforts to create a history by Co-Historians Frederick J. Fedorko and Albert Shannon in the 1983-88 period and Historian Jim Walker in the 88-93 period.

Finding and appreciating our roots, knowing our professional genealogy, and appreciating our early leaders are just a few of the things for which we can thank Estill Alexander. Estill took the lead on this project and it is through his hard work, dedication, and actual pain and suffering that this book has come to be. Estill describes his work as historian in the following way:

> It has been "pain and suffering"—physical as well as mental. I'll explain the physical. I organized my materials in 40 piles—one for each year. I placed these piles where I could reach them easily in my guest room. They covered the chest, the dresser, the stereo, and all around the bed. In the middle I had a stool that I sat on as I moved from pile to pile. The damn thing broke—sending me to the floor hard! I had to get my friend Bill to drive me wherever I went for a few weeks and I could only sit on one of those donut things! I thought about sending Gary Shaffer a bill for pain and suffering, but I didn't want to upset him too much!

Estill, the members of CRA appreciate the hard work, pain, and suffering that you went through to complete this history. It is only through your perseverance with Susan's supporting contributions that this publication finally came to be. The model of professional dedication you have set will inspire the younger CRA members and your account will help us to find our way as we enter the next millenium.

WML

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Acknowledgements

The development of this history would not have been possible without the assistance of Albert J. Mazurkiewicz. Professor Mazuirkiewicz supplied materials from the early CRA years from his personal archives. He reacted twice to the first ten years of our history and also to the entire document. In addition, he graciously responded to many questions by telephone and e-mail.

We wish to acknowledge the many hours of work by colleagues who read and reacted to the entire history. These colleagues were Marino Alvarez, Jerry L. Johns, Marvin S. Joslow, George E. Mason, Lillian R. Putnam, Gary L. Shaffer, Norman A. Stahl, and James E. Walker.

We are grateful to former Historians Elinor Kress and James E. Walker who shared their personal archives and to Linda Thistlethwaite and Ora Sterling King who permitted us to have access to the archives of the Executive Secretary for an extended period of time.

Thanks go to Past Presidents who responded to 1987 * and 1997** survey questionnaires regarding the accomplishments of their presidencies: Jules C. Abrams, Lois A. Bader, Rita M. Bean, Bruce W. Brigham, William E. Blanton, Janet K. Carsetti, Thomas P. Fitzgerald, Linda B. Gambrell, Susan Mandell Glazer, Betty S. Heathington, Jerry L. Johns, Clay A. Ketcham, James R. Layton, George E. Mason, Martha J. Maxwell, Albert J. Mazurkiewicz, Uberto Price, Judy Richardson, Norman A. Stahl, James E. Walker and M. Jerry Weiss.

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Our special thanks also go to the editors of the yearbook, JoAnn Dugan, Wayne M. Linek, Patricia Linder, and Elizabeth Sturtevant, for reviewing the final draft of the history. We also appreciate the assistance provided by the editorial assistants Devika Gollapudi at Texas A&M University-Commerce and Vicky Spencer at George Mason University.

JEA

INTRODUCTION

HISTORY OF THE COLLEGE READING ASSOCIATION: 1958-1998

J. Estill Alexander
Susan L. Strode
Co-Historians

The College Reading Association (CRA) is "a professional, educational, not-for-profit organization devoted to the specific purposes of fostering and promoting directly or indirectly the growth and development of the teaching and learning processes related to reading at all levels." The Association's specific purposes are:

a. to promote professional standards of competency within the field of reading;
b. to develop, disseminate, and implement a professional code of ethics;
c. to encourage and stimulate the study and research of the teaching of reading and learning processes at all academic levels;
d. to stimulate the self-development and professional growth of all teachers and reading specialists;
e. to promote the improvement of preparation programs and curricula for teachers and reading specialists engaged in study at the college and university levels;
f. to improve clinical, administrative, diagnostic, and instructional practices related to the learning processes;
g. to act as a resource body for the consideration and dissemination of information related to the field of reading;
h. to prepare and distribute professional publications of a scholarly nature;
i. to sponsor conferences and meetings to implement the objectives of the Association." (1993 *Constitution and By-Laws*)

A Divisional structure consisting of Adult Learning, Clinical, College, and Teacher Education Divisions is currently provided to assist in the fostering, promoting, and implementation of the growth and development of reading at all professional levels. Further support of the Association's goals is provided by its eight Committees (Membership, Elections, Professional Affairs, Program, Publications, Resolutions and Rules, Awards, and Public Information), its three Commissions (Legislative and Government Affairs, Media, and Research), and three individual roles (Conference Coordinator, Historian, and Photographer). Originally committees were thought to be a group of people appointed to perform some service. Commissions were composed of a group of people authoritatively charged with a particular function, requiring no oversight.[1] Currently the distinction is somewhat ambiguous.

This history is presented in five year segments[2]. This format is intended to give the reader a snapshot of the organization—its presidents, events and actions, publications, conferences, and award recipients—at specific points in time. Information was drawn from Board of Directors Minutes, Legislative Assembly Minutes, newsletters, journals, monographs, conference proceedings, personal correspondence and telephone calls, face-to-face contacts, and a survey of Past-Presidents. The foci of each five-year segment are on significant events and actions, publications, and conferences. To highlight the major leaders, each five-year period begins with a listing of the Presidents who led CRA and ends with a listing of those persons given awards for their service to the organization and/or the profession.[3]

Notes

[1]Reference: Personal communication from Albert J. Mazurkiewicz, dated September 1, 1998.

[2]Reference: The choice of five year segments is, of course, arbitrary. CRA's history is a continuing saga of actions and events.

[3]Reference: The Co-Historians performed different roles in the preparation of this history. J. Estill Alexander selected the content for inclusion and prepared a first draft. Susan L. Strode edited the materials and raised questions about the inclusion/exclusion of selected materials.

The First Five Years
1958-1963

The Presidents

Bruce W. Brigham,
1958-1959
(Professor Brigham served as Chair of the Committee for a College Reading Association, was elected President on April 19, 1959, resigned in December 1959, succeeded by Albert J. Mazurkiewicz)

Albert J. Mazurkiewicz
1959-1960, 1960-1961, 1961-1962

Clay A. Ketcham
1962-1963

The initial efforts that ultimately became the College Reading Association began in 1958 when a group of 10 college teachers from Pennsylvania (called the Committee for a College Reading Association) met at Temple University to discuss the feasibility of beginning an organization for professionals in the northeastern and middle-Atlantic states who were interested in the teaching and administration of college reading programs. At this organizational meeting, a decision was made to canvass reading personnel from colleges in Pennsylvania, New Jersey, Delaware, and Maryland to determine whether interest in such an organization truly existed. Based on the canvass, the Committee decided to sponsor a reading conference at LaSalle College in Philadelphia on October 11, 1958. At this conference, the Committee was asked to draw up a constitution. The committee organized a second conference at Lehigh University on April 19, 1959 at which a *Constitution and By-Laws* were adopted and a president elected.[1]

The members of the Committee for a College Reading Association were Bruce W. Bingham, Temple University (Chair); Edward Dillon, LaSalle College, Conference Coordinator and Secretary-Treasurer; Albert J. Mazurkiewicz, Lehigh University (Publicity and Announcement Chair); Edward R. Dubbin, Temple University; William A. Gaines, Delaware State College; Helen M. Hall, Swarthmore College; Clay A. Ketcham, Lafayette College; Eleanor M. Logan, Pennsylvania Military College; Theodore Maiser, Mulhenberg College; and E. Elona Sochor, Temple University.

The specific purposes of the Association have changed because in the

early years the organization existed primarily to foster improvement in college reading programs. In the beginning, the specific purposes of the organization as written by Albert J. Mazurkiewicz in the first *Constitution and By-Laws* (1959) were:

a. to promote professional standards of competency;
b. to establish a professional code of ethics, and promote adherence thereto;
c. to encourage the study of reading problems at all levels but to especially encourage the study of reading problems at the college-adult level;
d. to stimulate and promote research in reading as well as research related to training teachers to teach reading;
e. to study the various factors that influence the progress of reading;
f. to assist in the development of teacher-training programs to a degree of excellence;
g. to improve administration, diagnostic and teaching procedures related to learning reading problems at all levels;
h. to act as a clearinghouse for information related to reading at all levels, but especially at the college-adult levels;
i. to disseminate knowledge helpful in the solution of problems related to reading at all levels, but especially at the college-adult level, through periodicals or other means;
j. to sponsor meetings planned to implement the purposes of The Association.

There were three Committees functioning in 1959: Publications (Eleanor Logan, Chair), Program (Albert J. Mazurkiewicz, Chair), and Elections (E. Elona Sochor, Chair).

Robert C. Aukerman,[2] one of the pioneers of the Association, stated that in the beginning, the early founders were actively engaged in the shaping of the organization—its goals and aims. This was possible, in his opinion, because the group was friendly with "no reason to jockey for power or fame." He further noted that the group examined the reading methods and materials that emerged in the years during which there was a lush flow of Federal money, an event that encouraged both worthy and unworthy investigations.

Professor Aukerman recalls that the early goals of the Association were:

a. to share ideas and research on professional educational methods at the college level to help elementary teachers learn how to deal with reading problems in their classrooms;
b. to share ideas on effective curricula at the college level for training school reading teachers, remedial reading teachers, and/or teachers in school reading clinics; and

c. to share ideas on the development of methods and materials for use in college reading improvement clinics or centers.

The Charter

The College Reading Association received its Decree of Incorporation on November 18, 1963 in the Court of Common Pleas of Northampton County of the Commonwealth of Pennsylvania, the state in which the organization originated. Ms. Hilda McFall was Prothonotary. CRA members signing the seal of the Articles of Incorporation were John E. Daniel, Albert J. Mazurkiewicz, Charles J. Versacci, Clay A. Ketcham, and Paul N. Terwilliger. The total cost of this process was $240.08. The term of existence is perpetual.

The Beginnings of the Publications Program

The publications' program of the Association began with a newsletter written and funded by Albert J. Mazurkiewicz as a means of communicating with the membership. Initially the Board of Directors was not involved. Professor Mazurkiewicz served as the editor and sole contributor in the beginning. The first issue appeared in February 1961 as *The College Reading Association Newsletter.* A decision was made at the Fall, 1961 Board meeting to establish a journal based on the newsletter. The fourth issue of the newsletter was published in journal format and the *Journal of the Reading Specialist* was born.

Mr. Lawrence Charry was designated as the *Journal* editor for the September 1962 issue of the *Journal*; however, he was unable to get the issue together. Professor Mazurkiewicz then assumed the responsibility for editing the *Journal* and continued in this role until 1968. In 1963, Leonard Braam became Research Abstracts Editor; Arthur Heilman became News, Views, and Review Editor; and Lawrence Charry became Associate Editor. Among the regular features of the early *Journals* were President's Page; News, Views and Reviews; Research Summary; Abstracts; and main articles. The number of main articles varied in Volumes II through VII from one to six. The length of the *Journal* during the same period varied from sixteen to forty-eight pages.

The first volume of conference *Proceedings* was published in Spring, 1961 with Clay A. Ketchum as editor. The content covered the first three conferences of the Association. From the first conference was an article by Bruce W. Brigham, "A Meeting on Reading in College." The second conference articles were written by Paul D. Leedy, Clay A. Ketcham, Thomson L. Leiper, Eleanor M. Logan, and Albert J. Mazurkiewicz. From the third conference were articles by Charles Colvin, M. Jerry Weiss, Albert J. Mazurkiewicz, and Paul Drumm.

In the early volumes of *Proceedings*, authors were writing about college reading programs including topics such as college developmental reading programs; goals and objectives of college reading programs; speed reading and reading rate; informal diagnosis in college programs; skills approaches to college reading; motivational college reading approaches; experiences with high school developmental courses; reading programs in medical schools, clinics, and industry; and linguistics and psycholinguistics.

First CRA Secretary/Treasurers

In the beginning, the offices of Secretary and Treasurer were the responsibility of one individual who was designated as Secretary-Treasurer. Edward Dillon, who resigned during his first year of service, served as first Secretary-Treasurer. Albert J. Mazurkiewicz served as Secretary-Treasurer for the remainder of the year. Professor Mazurkiewicz was followed the next year by Charles J. Versacci who served until 1964 when A. (Abraham) B. Herr assumed these responsibilities.

The First Commission

In 1962, the first Commission was established. It was named the Commission on Use of Paperbacks in Reading Programs. M. Jerry Weiss was the first Chair and continued in this capacity until 1984-1985. Professor Weiss, a strong advocate for literature in the classroom, significantly impacted the Association in general and Conferences in particular. One of his goals was to encourage conference participants to be more cognizant of the relationship of paperback books to reading instruction. Through the years, the Commission was responsible for securing authors to speak at sessions and at the A. B. Herr Memorial Banquet. The Paperback Commission, which became the Media Commission in 1968, also encouraged a number of paperback publishers to exhibit at annual meetings. Because many paperback companies could not afford to send representatives to the conferences, graduate students of the conference host institution supervised the exhibits, with the books being donated to the host institution's reading center or library. Over the years thousands of books were given to CRA members by publishing companies.[3]

The "Father Founder"

The founding of any organization requires the dedicated efforts of many individuals. Often there are problems getting started. This was certainly the case with the College Reading Association. Events that led to a shaky start included the resignation of the first president, Bruce W. Brigham, after serving only four months. Edward Dillon, the first secretary-treasurer, also resigned as did three Board members.

However, in many instances, one individual may be credited with the impetus to get the organization going and to keep it alive in its initial years. That individual in CRA was Albert J. Mazurkiewicz. He assumed the presidency upon the resignation of Professor Brigham. He served the remaining months of Professor Brigham's term and continued serving as president until 1962. He also exerted a strong influence on the effectiveness of the early conferences, planning four of the first five programs. Professor Mazurkiewicz developed the newsletter which became the *Journal of the Reading Specialist*, and edited the *Journal* from January 1961 until May 1968 during which Volumes I through VII were published. He wrote the first *Constitution and By-Laws*. In addition, he served as Secretary-Treasurer for a short time while he was President. Without his dedication and leadership, the organization might have failed. Some CRA members have suggested that he should be considered CRA's "Father."[4]

During CRA's initial years, Professor Mazurkiewicz also conducted reading conferences at Lehigh University as a part of his role as Director of the Reading and Study Skills Center at that institution. These conferences drew 2,500 to 4,000 attendees.[5]

Initial Conferences

The first Conference Coordinator was Edward Dillon, who resigned during his first year. The position was not filled; instead Presidents worked with colleagues from host institutions to plan conferences.

The **first** conference, which met at **LaSalle College** in **Philadelphia, Pennsylvania** on Saturday afternoon, October 11, 1958, drew participants from Pennsylvania, Maryland, Delaware, New Jersey, and the District of Columbia. The program was planned by the Committee for a College Reading Association (formation committee). Edward Dillon was the first conference coordinator. The program theme was "What Is College Reading?" Symposia focused on college level reading concerns. These included "The Individual Approach" by Helen Hale and "The Corrective Group Approach" by Gertrude Williams. There were nearly 50 participants who came from 30 large and small public and private schools and colleges.

The **second** conference met at **Lehigh University** in **Bethlehem, Pennsylvania** on April 19, 1959. A constitution was drawn and Bruce W. Brigham was elected President. The conference theme was "Problems in College Reading." The Program was planned by Albert J. Mazurkiewicz. The featured address, "Developmental Reading: The Challenge of an Unexplored Frontier," was given by Paul D. Leedy. Conference registration was $1.00 for members and membership dues were $3.00 Finances were almost nil.

At a reading conference at Lehigh University in January 1960 (conducted

by Dr. Mazurkiewicz as a function of his role as Director of the Reading and Study Skills Center at his institution), a meeting occurred with Professor Mazurkiewicz, Clay A. Ketcham, and Eleanor M. Logan to determine whether the Association should continue and, if the membership agreed to do so, to prepare a program for the Gannon College meeting. This historic meeting took place under the steps at Lehigh's gym while the conference went on around and above them. The membership was polled by memorandum explaining the circumstances of the organization. Responses were by written communication and telephone calls. The results indicated that the organization should continue. History shows that these planning efforts were successful. Following this meeting, CRA continued to grow.

The **third** annual meeting took place on May 22, 1960 at **Gannon College** in **Erie, Pennsylvania.** The program was planned by Albert J. Mazurkiewicz. The theme was "Toward Developmental College Reading." A featured presentation was "What is being Done in College Programs" given by Charles Colvin. M. Jerry Weiss discussed "Reading and Mass Media." Paul Drumm presented "A Developmental Program in Action." By this time the organization had sufficient funds to publish the *Proceedings of the College Reading Association* for the first three meetings. One hundred copies were distributed.

The **fourth** meeting was held at **Lafayette College** in **Easton, Pennsylvania** on April 22, 1961. The organization had grown to about 100 active members. Program Chair was Albert J. Mazurkiewicz. Speakers came from as far away as Washington, D.C. and New York City. The general session focused on improving reading in the English classroom (by Phillip Shaw), in the laboratory (by Martha J. Maxwell), and as a psychological service (by Barbara Ann Becher). A featured symposium was on speed reading, a thrust which received negative reactions from the membership.[6] At this time the Association was experiencing financial security. The *Proceedings* of the fourth conference was published during Summer, 1961 and 200 copies were distributed to all conference attendees as well as to the membership and a few library subscribers.[7]

The **fifth** meeting was held on April 14, 1962 at **New York University** in **New York City**. Albert J. Mazurkiewicz planned the program. Professor Mazurkiewicz's Presidential Report to the Association focused on the professionalism of the Association and on controversial ideas of the day such as the profit motive exhibited by some in the field and why Johnny can't read as proposed by Rudolph Flesch. Important foci of the conference were research reports and symposia on upper level programs. The "Research Reports" Session featured Jeanne S. Chall, Margaret J. Early, and James J. Smith. The conference attracted speakers from New York, Boston, Delaware, Philadelphia, and Baltimore and included noted professionals such as Walter Pauk

and Marjorie S. Johnson. Three hundred copies of the *Proceedings* were distributed.

A feature of the earliest meetings at each university was that the host institution provided a complimentary luncheon at a very low cost. It seems that each institution tried to outdo the previous institution, to the benefit of the participants!

The **sixth** meeting was the first two-day conference held, a change indicative of the growth of CRA. The conference was at the **University of Maryland** in **College Park, Maryland** on April 5 & 6, 1963. Clay A. Ketcham was Program Chair. Of historical note, the Presidency left the State of Pennsylvania for the first time, with Martha J. Maxwell of the University of Maryland being elected president. The "President's Address" by Clay A. Ketham focused on the major criticisms of reading in the past decade, especially the lack of appropriate attention to phonics. The general format was that of group discussion sessions focusing on new vistas in reading research. Topics at the conference focused on college level reading programs. The organization looked forward to its incorporation in the Fall of 1963.

Notes

[1]Ketcham, Mrs. Herbert E. (Clay A.), June 1963. "Thoughts of a retiring president." *The Journal of the Reading Specialist*, Vol. 2, No. 4, page 49.

[2]Personal correspondence from Robert C. Aukerman of March 31, 1997.

[3]Personal communication from M. Jerry Weiss dated July 30, 1998.

[4]page 2 of *Reading News*, Volume 17, No. 2, Spring 1989, William A. Henk and Robert J. Rickleman, Co-Editors.

[5]Personal communication from Albert J. Mazurkiewicz, dated September 1, 1998.

[6]CRA Newsletter, Vol. 1, No. 3, page 1.

[7]Personal communication from Albert J. Mazurkiewicz, dated September 1, 1998.

1963-1968

The Presidents

Martha J. Maxwell
1963-1964

M. Jerry Weiss
1964-1965

Robert C. Aukerman
1965-1966

Leonard S. Braam
1966-1967

William H. Cooper
1967-1968

The College Reading Association had survived its formative years and in 1963 corporate status as a nonprofit organization was attained. The years 1963-1968 represented a greater degree of stability and productivity in CRA and expanded opportunities for membership participation. The organization had become too large for the initial nucleus of individuals to meet the growing number of needs effectively, making the delegating of responsibilities necessary.

During 1963-1968, post-sputnik diatribes had diminished somewhat. A major concern in the early and mid-sixties was the rapid expansion of high priced commercial rapid reading programs. CRA's concern was about college students who took these speed reading programs and still failed college courses because of their feeling that they could "speed read" difficult courses such as organic chemistry.[1] Research was being done in colleges and universities to evaluate the accuracy of speed reading claims.

Interest in the Initial Teaching Alphabet (i.t.a.) was visible due to the work of Albert J. Mazurkiewicz. The SQ3R method of studying texts was receiving attention as were programs such as Words in Color, the Carden System, the Joplin Plan, individualized reading, and grouping practices.[2]

There was an also an attempt to put a "concern for readers" into reading instruction. In 1964-65 two major events materialized which addressed this concern—the extension of the National Defense Education Act to provide for reading and the War on Poverty bill. In his CRA Presidential Address of 1965, M. Jerry Weiss challenged the organization not only about the matter of methods and materials that had attracted so much attention, but also for the need to develop a sound philosophy upon which to base such methods and materials. He further challenged CRA's members to be concerned about what happens after participants return home from conferences. He stated,

"Yes, we can go on, year after year, convention after convention, speaker after speaker; but for what? What happens back home? Has anyone listened with depth?"[3]

Typical of professional organizations in general, the College Reading Association and its leadership responded to the "tenor of the times." 1965-1966 President Robert C. Aukerman was among those questioning events/happenings in the field. In his presidential address at the 1966 Conference, he declared a state of emergency in reading and discussed five "disaster" areas from his perspective.[4] These areas would be reiterated a year later by President Braam in his Presidential Address at the 1968 Conference.

1. Linguistics: Some linguistic scientists had contributed significantly to basic knowledge of reading and language processes. However, they had also given us educational "garbage" in the types of materials some linguists advocated with their emphasis on regular spelling patterns ("Bat a fat cat." type sentences, for example.)
2. Programmed Reading: Objection to the bit-by-bit feeding of children with programmed workbooks and machines.
3. Private Project Proposers: Objection to the "unbelievable" number of "unbelievable" projects funded for persons who were not attuned to or knowledgeable in the field of reading.
4. Reading in the Kindergarten: Objection to the trend that children should learn more, faster, and sooner.
5. Lack of State Certification in the field of Reading: Reading teachers were being hired who were not knowledgeable about how to teach reading to the various constitutiencies.

Membership

In 1963, Associate Memberships were available at an annual cost of $5.00 to:

a. college and university faculty members who were affiliated with reading programs or clinics,
b. college and university faculty members engaged in preparing reading teachers,
c. reading specialists, consultants or therapists engaged in reading diagnosis, consulting or research in private practice, government, or industry, or in public and private schools, and
d. reading supervisors in public school systems.

Dues and fees at the end of this period (1968) were $10.00 for membership which included the *Journal* and *Proceedings*, $5.00 for the *Journal of the Reading Specialist* and $4.00 for the *Proceedings of the College Reading Association*.

By 1967-1968, membership had reached 369.

In 1967, Martha J. Maxwell[5] studied the demographic characteristics of CRA members based on information from 276 membership application forms. Sixty percent of the respondents were men while 40% were women. Most of the respondents had degrees in education, English, psychology/counseling or student personnel. Two were optometrists. Eighty six percent of those who held doctoral degrees had job titles of director, administrator, dean, or professor. Fifty-six percent of those without doctorates had such job titles. The average CRA member had less than one year's experience in college reading. (One of the early goals of CRA was to provide in-service training to those members with little experience.) Fifty-seven percent of CRA members with doctorates also belonged to IRA; 62% of members without doctorates belonged to IRA.

Events & Actions

Leadership changes included the appointment of Leonard S. Braam as Secretary-Treasurer to follow A. B. Herr who died on March 22, 1968. With respect to the Presidency, it is interesting to note that at this time the President of CRA did not preside at Board meetings; rather the Board Chair was chosen by the Board from its membership.

A rewriting of the *Constitution and By-Laws* was begun in 1966 with A.B. Herr and Miss Marian L'Amoreaux spearheading the work. The intent was to smooth the writing, to make all articles and sections mutually consistent, and to preserve the intent of the Association and its leaders to date.

A second CRA Commission, the Reading Research Commission, with Leonard Braam as Chair, became operable in 1963. In an initial action, this Commission distributed a questionnaire in 1963 to determine what members were researching, what research projects they had completed, and what research topics they were interested in pursuing. The membership was also surveyed in 1963 to determine specific interests in aspects of CRA (such as membership, nominations, workshop leaders, editorial assistance for *Proceedings*, etc.)

Other governance activities included the formation in 1963-1964 of new committees that were concerned with Membership (Philip Shaw, Chair) and Standards and Ethics (Charles Colvin, Chair).

Discussion began during period relative to changing the dates for the annual conference from Spring to Fall to avoid a close proximity to the International Reading Association Conventions. (This did not become policy until 1972.)

In 1963, the possibility of a merger of the National Reading Conference (NRC) and CRA was initiated by CRA. NRC was not receptive. In 1965, Albert J. Kingston, NRC President, indicated to President Martha J. Maxwell that the

NRC Board decided to leave things as they were. They were willing, however, to continue to cosponsor sessions at each other's conferences.[7]

A suggestion that CRA should possibly receive a new name that would be more indicative of its membership affiliations and interests was made by William H. Cooper.[8] This was the first of many unsuccessful attempts to change the Association's name.

Publications

The Publications program grew, both in new subscribers and in renewals. Clay A. Ketchum remained editor of the *Proceedings of the College Reading Association*. Albert J. Mazurkiewicz continued as editor of *The Journal of the Reading Specialist*.

A promotional brochure describing the history, objectives, and functions of CRA was approved during the 1964-1965 year. This brochure was revised annually by the organization through 1975-1976.

Conferences

Secretary-Treasurer A. B. Herr coordinated conferences during this period.[9]

The **seventh** annual meeting was held on March 20-21, 1964 at **Villanova University** in Philadelphia, Pennsylvania. M. Jerry Weiss was Program Chair. Thirty exhibitors reserved booths. The presidential report was given by Martha J. Maxwell. A General Session featured Nancy Larrick whose topic was "The Library is Your Reading Test." Discussion group leaders included Mary C. Austin, Paul Berg, William Eller, Albert J. Harris, Robert Karlin, Roy A. Kress, Albert J. Mazurkiewicz, David Shepherd, and Jeannette Veatch.

The **eighth** annual conference was held at **Rochester Institute of Technology**, April 9-10, 1965. Robert C. Aukerman was Program Chair. The keynote speaker was Theodore Clymer. Other general session speakers included Morton Botel, M. Jerry Weiss, and Alvina T. Burrows. A number of round table discussions were held. Round table Chairs included Guy L. Bond, Mary C. Austin, William Eller, and Martha J. Maxwell. Among the topics included in round table discussions were state certification of reading specialists, reading in the secondary school, perceptual difficulties associated with reading disability, i.t.a., private clinics, and college reading and study skills programs. Reports from the Research and Paperbacks Commissions were also featured. Co-sponsored meetings were held with the International Reading Association, the National Council of Teachers of English, and the University of the State of New York.

The **ninth** conference was held at **Jersey City State College** on April 1-2, 1966. Leonard S. Braam was Program Chair. Robert C. Aukerman deliv-

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ered the "President's Address" at the First General Session. This conference featured "swap-talk" sessions for early arrivals, hosted by Janet K. Carsetti. Swap-talks also occurred at various times throughout the program. Seminar sessions included discussions of college reading programs, junior-community college programs, English as a second language, effectiveness of study skills programs, and perceptual and personality problems associated with reading difficulties. The seminar discussants included Robert M. Wilson, Marjorie S. Johnson, Marvin S. Joslow, Uberto Price, Roy A. Kress, and Lillian R. Putnam. Reports from the Paperbacks and the Research Commission were again a prominent program feature. A report was also presented by the new Ethics Commission.

The **tenth** annual conference was held at **Bowling Green State University** (Ohio) on March 17 and 18, 1967. The Program Chair was William H. Cooper. The conference theme was "Professional Variety in Reading." Leonard S. Braam delivered the President's Address, "CRA: Whence, Where, How?" There were 401 attendees, which included 118 new and old CRA members. Speakers included Allen Berger, Leonard S. Braam, Donald L. Cleland, Charles Colvin, Daniel T. Fishco, Arthur W. Heilman, Marvin S. Joslow, Eddie C. Kennedy, Clay A. Ketcham, Paul F. Leedy, Carl A. Lefevre, Joseph Nemeth, Albert J. Mazurkiewicz, J. Roy Newton, Walter T. Petty, Ralph Staiger, and M. Jerry Weiss.

The **eleventh** annual conference, a three-day event, was held at the **University of Tennessee, Knoxville**, on April 4-6, 1968. J. Roy Newton was Program Chair. The theme was "Professional Focus on Reading." Commissions that met were Ethics, Multi-Media (formerly Paperback) and Research. Committees meeting were Publications, Program, Elections, Membership, and Publicity. The General Session was organized in three concurrent groups according to the participant's level of interest. Speakers were Mary C. Austin, "What Lies Ahead in Primary Reading"; J. Louis Cooper, "Causes and Correction of Verbalism" for intermediate level teachers; and William H. Cooper, "Common Denominators in Reading" for secondary and college teachers. Section meetings also focused on primary, secondary, and college levels and the speakers included Jules C. Abrams, Allen Berger, William E. Blanton, Donald L Cleland, S. Alan Cohen, Robert Dykstra, Martha L. King, Roy A. Kress, Eleanor M. Ladd, James L. Laffey, David L. Shepherd, and Walter Pauk. A special feature of this conference was the large number of Knox County Public School teachers who attended. This may have been the first large group of public school teachers to attend CRA conventions.[10]

Beginnings of CRA's Awards Program

"Awards" began as a subcommittee of the Research Commission. George Phillips served as the 1971-1972 subcommittee chair. The subcommittee solicited nominations for the CRA Interdisciplinary Reading Research Award.

The first formal recognition given by the College Reading Association was a plaque honoring A. B. Herr who died on March 22, 1968. He had been an active member in the formative years of the Association and had served as its Secretary-Treasurer. The plaque was placed at the Rochester Institute of Technology where Professor Herr worked.

Notes

[1]Personal communication from Martha J. Maxwell dated August 24, 1998.

[2]Martha J. Maxwell, page 1, Vol. 5, *Proceedings of College Reading Association*, Fall, 1964, "President's Report."

[3]M. Jerry Weiss, "Presidential Address," pages 1 and 2 of Vol. 6 of *Proceedings of College Reading Association*, Fall, 1965.

[4]"President's Address" *Proceedings of the College Reading Association*, Vol. VII, Fall 1966, Pages 1-10, Clay A. Ketcham, ed.

[5]Maxwell, Martha J. (1967). Characteristics of Members of the College Reading Association. Unpublished paper, Reading and Study Skills Laboratory, Counseling Center, University of Maryland.

[7]President Martha J. Maxwell's memo to CRA Board on December 6, 1965.

[8]Memo written by William H. Cooper dated April 30, 1967.

[9]Personal correspondence from Albert J. Mazurkiewicz, dated August 24, 1998.

[10]Personal communication from Lillian R. Putnam dated August 14, 1998.

1968-1973

The Presidents

J. Roy Newton
1968-1969

Uberto Price
1969-1970

Robert M. Wilson
1970-1971

Jules C. Abrams
1971-1972

Daniel T. Fishco
1972-1973

During these years, CRA witnessed growth in membership, increased sophistication in conference programs, an expanded publications program, and changes in governance structure designed to make the organization more relevant to its members. By this time other professionals had been added to the membership—teachers of reading courses in teacher-training institutions; clinical instructors; and professionals made up of reading consultants, coordinators, supervisors and reading teachers working in private, parochial and public schools. Membership now extended across the continent.

The CRA leadership and members were busy responding to current events occurring in reading education. 1968-1969 CRA President J. Roy Newton characterized the reading scene as being marked by astonishing diversity (or by dramatic superficial differences in any event). There was a flurry of activity which included every imaginable kind of teaching activity and every kind of instructional material. Reading educators were involved with:[1]

1. A return to "good old-fashioned, tried-and-true" phonics.
2. Individually prescribed instruction.
3. Grouping schemes, such as the Joplin Plan
4. Teaching of reading in kindergarten and to preschool children.
5. Uses of modified alphabets and simplified spellings and other phonemic codes, such as ITA, words-in-Color, Unifon, and the Diacritical Marking system.
6. Linguistic materials.
7. Programmed instruction.
8. Employment of mechanical and electronic apparati.
9. Team-teaching.
10. Non-grading.

11. Adaptation of content and illustrations to reflect varying ethnic, cultural, and socioeconomic characteristics.
12. The providing of compensatory treatments for disadvantaged children.

The CRA leadership was responding to the reading education scene. 1969-1970 President Uberto Price posited a list of needs which members should address in order to increase the number of persons who not only can read but do. These included:[2]

1. The need for teacher training institutions to prepare teachers more thoroughly.
2. The need to narrow the gap which separated research and practice.
3. The need to teach reading in a more serious manner.
4. The need for more information on how persons learn.
5. The need to know more about the nature of reading and language.
6. The need to match methods, materials, and techniques with the needs and learning styles of students.

Membership

Membership dues in 1968-69 were $10.00, which included a subscription to *Journal of the Reading Specialist* and conference registration. Individually, the *Journal* was available for $6.00 and the *Proceedings* was $5.00. A student membership category was established at the March 18, 1970 Board of Directors meeting. The dues were $3.00 per year and included conference registration and a *Journal* subscription. In 1970, dues for Associate Members were raised to $20.00. Membership prior to the dues increase had peaked at 497 and began to drop afterwards.

Life memberships with dues of $350.00 were approved at the March 21, 1970 Legislative Assembly. The first two life members were Robert M. Wilson and J. Roy Newton.

A report given at the March 1971 meeting of the Board of Directors illustrated the membership growth in Associate members belonging to the Association from 1963 to 1971:

1963	53
1964	132
1965	199
1966	146
1967	196
1968	294
1969	396
1970	436
1971	492

Events & Actions

Dorothy D. Sullivan began a three-year term as Secretary-Treasurer in 1973-1974 following the resignation of Leonard S. Braam in the Spring of 1973.

Four new committees were functioning during this period. A Standards and Ethics Committee,[3] with Robert M. Wilson as Chair, became operable as did a Public Relations Committee[4] with George O. Phillips as Chair. A Constitution Committee had been authorized at the January 14, 1967 Board meeting and began functioning with Marvin S. Jolsow as Chair. A Social Action Committee, with Marian Vick as Chair, was announced at the April 14, 1973 Board meeting.

The *CRA Constitution and By-Laws* were revised again. On December 14, 1969, Marvin Joslow, Chairman of the Constitution and By-Laws Revision Committee, reported to the Board of Directors that the committee had completed a major rewriting of the document, with changes designed to enable the organization to keep pace with members' needs and with educational change as well. The changes were approved by the Board. Then, by mail, the membership ratified the changes overwhelmingly. Authorization for a mail ballot was approved at the January 1970 meeting of the Board of Directors.

A significant governance change occurred that may have enabled CRA to grow into a more viable organization.[5] Divisions were added to the organizational structure. Jules C. Abrams, 1971-1972 CRA President, promoted the idea and Roy A. Kress worked out the details. By the Fifteenth Conference (March 23-25, 1972), Teacher Education, Clinical Reading, and College/Junior College Divisions were operational. The purpose of the Teacher Education Division was to promote improvement of pre-service and in-service programs for literacy development. Richard L. Carner was its first Chair. The Clinical Division's focus was to explore the reading process and its application to clinical, diagnostic, instructional and administrative elements. Edward R Sipay was its Chair.[6] The focus of the College/Junior College Division was to develop practical reading and study skills, as well as methods for teaching students at all achievement levels. Barbara Klaesar was its first Chair. Division chairpersons were added as voting members of the Board of Directors at the November 1, 1973 Board meeting.

In other governance changes, the Public Relations Committee became a standing committee at the March 18, 1970 Board meeting. **Procedural Guidelines** for executive officers, Board of Directors, Divisions, and committees and commissions appeared sometime between 1968 and 1973.

During 1969-1970, Edward R. Sipay, the Standards and Ethics Commission Chair, noted that within the reading community there was a need for developing professional standards for college reading personnel. The Inter-

national Reading Association, The National Reading Conference, the Western College Reading Association, and CRA worked together to develop a brochure entitled "Roles, Responsibilities, Qualifications, and Standards for College Reading Personnel." Two levels of personnel concerned with the reading improvement of college students and other adults and three levels of personnel concerned with teacher education were covered by this document.

Changes also occurred in conference protocol and processes. A change in format began with the March 1969 conference when the Board decided that one general session at each Annual Conference would be designed as the Memorial Lecture to honor the memory of Professor Herr's unselfish devotion as Secretary-Treasurer of the Association. A change in conference funding procedures occurred at the Board meeting of the 12th Annual Conference when $500.00 was provided in advance to the President-Elect to defray initial conference expenses. At that same Board meeting, the question of holding annual meetings on the West coast arose. Consideration to moving west in stages was presented (e.g., St. Louis, then back east, Denver, then back east, west coast, then back east). This movement however did not occur.

A motion was made at the Spring, 1971 Board meeting to change the name of the organization to American Reading Association. The motion failed. This was the second, of what would be many efforts, to change CRA's name.

Publications

Publications Chairs changed frequently during these years since each new President selected his or her own chairs. In 1968-1969, William M. Cooper was Chair; in 1969-1970, the Chair was J. Roy Newton; in 1970-1072, the Chair was Victor M. Rental; and in 1972-1973, Robert M. Wilson was Chair.

A Business Manager for publications was recommended and approved by the Board for appointment in 1970-1971. The first Business Manager was James R. Geyer. Additional financial support for the CRA publications program came at the Fall, 1971 Board Meeting with the decision that the Publications Committee would receive $8.00 per member to support the program. In another importation action, the Publications Committee recommended at the Spring, 1971 Board meeting that editorial advisory boards be appointed for each of the Association's publications. These Boards were to be recommended by the Publications Committee, subject to approval by the CRA Board of Directors.

Albert J. Mazurkiewicz continued as editor of *The Journal of the Reading Specialist* until the March 1969 issue when Samuel S. Zeman became the editor. A change in format also occurred with this issue. At the March 18, 1970 meeting of the Board of Directors a change in the name of the *Journal* was discussed. The new name of the journal was *Reading World* and be-

came effective with the December 1971 issue (Volume 11, Number 2). A change in journal covers occurred as well. The three Division names were graphically portrayed on the cover for the first time.

The annual publication, *Proceedings*, was discontinued in 1970 (Volume 11) due to financial constraints. Clay A. Ketcham had remained the editor from the inception to the discontinuing of the publication. The last Presidential Address printed in the *Proceedings* was given by Uberto Price.

The first issue of *Reading News* as the newsletter appeared in January 1972, with Johanna S. DeStefano as Editor. Originally four issues were planned. Among the contents included was a Reading Forum column, information of the fifteenth and sixteenth conferences, candidates for election, a teacher education column, and independent events. It was decided at the January 13, 1973 Board meeting that the number of newsletters would be reduced to two due to limited news and costs.

M. Jerry Weiss, Joseph Brunner, and Warren Heiss prepared the first monograph for the Publications Committee. When published in 1972, Monograph No. 1 was titled *New Perspectives on Paperbacks* and contained an introduction and 11 articles which addressed such topics as censorship, the black experience, selecting books, and social factors in reading instruction. Five thousand copies were published for sale to interested individuals and institutions. All copies were eventually sold.

Conferences

Dorothy D. Sullivan became Conference Coordinator in 1971 after having served as local arrangements chair for the 1970 conference. From 1968 until 1971, Leonard S. Braam in his role as Secretary-Treasurer had coordinated conferences.

The **twelfth** annual conference was held in **Boston, Massachusetts** at **Northeastern University** on March 14 and 15, 1969. The theme was "Reading: Today's Needs Tomorrow's Challenges." Uberto Price was Program Chair. Four groups of sectional meetings were featured with each being divided into four "strands." These strands involved the four major areas of concern to college teachers of reading (Teacher Education, College Reading Programs, Clinical Work, and Classroom Application). Participants were encouraged to follow a strand that best suited their needs. Co-sponsored meetings with IRA and NCTE also occurred. Of particular interest to members was the first A. B. Herr Memorial Lecture at the banquet function. Daniel Fader delivered this initial lecture, titled "The Naked Children." M. Jerry Weiss delivered a eulogy honoring Professor Herr. A faculty member from Rochester Institute of Technology where Mr. Herr was employed accepted a commerative plaque from CRA.

The **thirteenth** conference was held at the Marriott Motor Hotel in **Philadelphia, Pennsylvania** on March 19-21, 1970. The theme was "Reading-Revelancy to Today's World." Program Chair was Robert M. Wilson. The Presidential Address, "Teaching Reading: Some Notions," was given by Uberto Price at the luncheon function. Highlighted was a series of sectional meetings for those interested in specific professional areas including teacher education, diagnostic and remedial, classroom teaching, college reading programs, and the profession in general. The first General Session speech was presented by James Raths who spoke on "Worthwhile Activities?" The annual A. B. Herr Memorial Address was given by Tony Amato. The topic was "Touching Warm Through Reading."

The **fourteenth** annual conference was held at Mariott Motor Hotel, Twin Bridges, **Washington, D.C.** on March 24-27, 1971. Jules C. Abrams was Program Chair. The theme was "An Interdisciplinary Approach to Reading." Sectional meetings were again an organizing focus of the conference. A General Session speaker was Russell G. Stauffer, whose topic was "Recent Research on Directed Reading-Thinking Activities." Another General Session featured Roy A. Kress, who spoke on "Measurement in the Cognitive Domain." The luncheon meeting featured a tribute to the Past Presidents of the Association. The A. B. Herr Memorial Dinner speaker was Nathaniel R. Dixon, Associate Director, National Reading Center, Washington, D.C.

The **fifteenth** annual conference was held on March 23-25, 1972 at the Sheraton-Silver Springs, in **Silver Springs, Maryland.** The Program was planned by Daniel T. Fishco. The theme was "A Case for Literacy—Affective and Cognitive Explorations." The Presidential Address was given by Jules C. Abrams at the luncheon function. Sectional meetings served as the structure for the program which also included educational tours, workshops, doctoral candidates' forums, junior college and college meetings, symposia, and informal dialogues and panel discussions. Panel participants included Morton Botel, Donald L. Cleland, Marjorie S. Johnson, Eleanor M. Kress, Bill Martin, Jr., Walter Pauk, H. Alan Robinson, and Dorothy S. Strickland. Ruth Love Holloway, Director, Right-to-Read Program, U.S. Office of Education spoke at the A. B. Herr Memorial Dinner. Uberto Price was presented with CRA's *first* Outstanding Service Award (to become known as the A. B. Herr Award) for his contributions to the field of reading and to CRA. Bill Martin, Jr. was a general session speaker whose topic was "Viewing Reading Instruction as a Language Experience." An important event at this conference was the beginning of Divisional meetings. The selection of Chairs for each of the three newly created Divisions occurred. The concept of having Divisions sponsor featured presentations related to their respective areas began with this conference, a format which was to continue at all future conference programs.

A major change in conferences occurred in 1972. Conference meeting

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dates were switched from Spring to Fall. In order to avoid a 18-month time period between conferences, two meetings were held during 1972. A major reason for this change was to avoid holding a conference in close proximity to the International Reading Association Conventions.

The **sixteenth** conference was held in **Philadelphia, Pennsylvania** at the Holiday Inn—Independence Mall, September 21-23, 1972. The theme was "The World of Reading: Directions, Strategies, Implementations." The Program Chair was again Daniel T. Fishco. Sectional meetings for Teacher Education, Clinical, College Reading Divisions, along with General Concerns, formed the backbone of the program. Division business meetings also took place. Daniel T. Fishco gave the Presidential Address at the luncheon meeting. Lloyd Alexander, author of 1969 Newbery winner *The High King*, was the speaker at the A.B. Herr Memorial Dinner.

The **seventeenth** annual conference was held November 1-3, 1973 in **Silver Springs, Maryland**. The theme was "Instructional Objectives and Reading Instruction: Rigmarole or Realism." George O. Phillips, Sr. was Program Chair. M. Jerry Weiss was the keynote speaker at the First General Session. His topic was "The Qualities of Reading Instruction." Daniel T. Fishco gave the Presidential Address at a luncheon function. Highlighted at the conference were daily "Open-End" or "Talk-With" sessions led by experts for the Clinical, College Reading, and Teacher Education Divisions. Leaders of these sessions included Donald L. Cleland, Diane Lapp, Walter Pauk, and Robert M. Wilson. Other reading educators featured on the program included Morton Botel, S. Alan Cohen, Harold L. Herber, Robert Karlin, H. Alan Robinson, and Russell G. Stauffer. The A. B. Herr Memorial Dinner speaker was Joseph S. Murphy, President of Queens College.

Awards

An Awards Committee came into existence in 1971, with the chairmanship becoming the responsibility of the Past President. President Robert M. Wilson appointed the first Awards Committee in February 1971, composed of Uberto Price (Chair), Marvin Joslow, and J. Roy Newton. In selecting recipients for the CRA Award for Outstanding Professional Service, the following areas were to be considered: service to the organization, research, teaching, professional activity, and other professional contributions. The first award was presented at the March 1972 meeting in Silver Springs, Maryland. The Award for Outstanding Professional Service became known as the A. B. Herr Award. In 1973 the award was divided into two awards—the A. B. Herr Award for outstanding contributions to the reading education profession and the Special Services Award for outstanding service to the College Reading Association.

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Award for Outstanding Professional Service
(known as the A. B. Herr Award)

A. B. Herr Award

Uberto Price, 1972 (first recipient)
M. Jerry Weiss, 1973
Robert M. Wilson, 1973

Special Services Award

Leonard S. Braam, 1973
Dorothy D. Sullivan, 1973

Notes

[1]from "Common Denominators in Reading Instruction" by William H. Cooper, pages 1-8 in *Proceedings of College Reading Association: Professional Focus on Reading*, Volume IX (Fall, 1968) Clay A. Ketcham, ed.

[2]from pages 100-101 of the *Journal of the Reading Specialist*, March 1970, Vol. 9, No. 3 by Uberto Price.

[3]Minutes of the March 12-15,1969 Board of Directors meeting.

[4]Minutes of the March 25, 1971 Board of Directors meeting.

[5]Personal correspondence from Marvin S. Joslow, July 21, 1998.

[6]*Reading News*, April 1972, Vol. 1, No. 2, page 2.

1973-1978

The Presidents

George O. Phillips
1973-1974

Paul R. Kazmierski
1974-1975

Richard L. Carner
1975-1976

Phillip L. Nacke
1976-1977

Janet K. Carsetti
1977-1978

By 1973, membership had grown and diversified even more. The organization responded to this diversity with expanded opportunities for members to serve the organization. Members had the opportunity to serve on Commissions such as Media and Research. In addition, membership opportunities to serve on Membership, Resolutions and Rules, Publications, Social Action, Professional Affairs, Public Relations, Conference Arrangements, and Publicity Committees existed. The three Divisions—College Reading, Clinical, and Teacher Education—provided major channels for involvement in area(s) of special interest. This diversity of interest also led to the third unsuccessful attempt to change the organization's name to better reflect the needs of the membership (Board Minutes, March 7-8, 1975).

During these years, there were accusatory complaints from the larger culture that schools were unable to teach "Johnny to read." Data from the National Assessment of Educational Progress were cited as evidence. Educators were accused of being responsible for the regression toward linguistic license by accepting language patterns that deviated from the so-called "standard" version, for establishing a false doctrine that anything goes in language, and for treating standard English as a second language in many classrooms. In response, 1976 President, Richard L. Carner, challenged each Division, Committee, and Commission to make its mark on the educational scene through its own worthwhile contributions.[1]

Membership

Dues in 1973-1974 remained at $20.00 for Associate memberships, $3.00 for student memberships, and $350.00 for life memberships. Dues were increased to $25.00 for Associate memberships and to $10.00 for student mem-

berships at the Fall, 1977 meeting of the Legislative Assembly. The Board voted on October 26, 1977 to accept international members at no additional cost. The membership year was changed from July 1-June 30 to November 1-October 31 at the Spring, 1978 Board meeting. This change was designed to make the new membership year begin just after the Fall Conference when new officers assumed their duties.

In April 1978, records indicated that membership represented 39 states and Canada. Almost 60% of the membership came from six states: New York, Pennsylvania, Ohio, New Jersey, Maryland, and Virginia.

The membership numbers below are based on the best available information:

1973-1974	349 Associate members, 72 student members, and 4 life members
1974-1975	225 Associate members, 61 student members, and 5 life members.
1975-1976	337 Associate members, 44 student members, and 8 life members.
1976-1977	340 Associate members, 34 student members, and 8 life members.
1977-1978	409 Associate members, 61 student members, and 9 life members.

A concerted effort was made by 1997-1997 President Janet K. Carsetti to recruit members not affiliated with schools (corrections' agencies, adult educators, and private agencies).[2]

Events and Actions

Several changes occurred in Secretary-Treasurer position during the years 1973-1978. The Secretary-Treasurer position was filled by Dorothy D. Sullivan in 1973-1974. She was appointed to a three-year term beginning at the close of the 17th Annual Conference (November 3, 1973). Later the position of Secretary-Treasurer was separated into two positions, Executive Secretary and Treasurer, because the amount of secretarial and budgeting concerns had become too great for one person to handle efficiently. At the October 31, 1975 Board meeting, Jules C. Abrams formally proposed the establishment of the position of a salaried Executive Secretary for CRA. The function of this position was to help with CRA's ongoing operations that needed coordination among the numerous groups that had been established within the organization. Dorothy D. Sullivan assumed the first Treasurer's role in 1975-1976 and June B. Ewing became Executive Secretary the same year. Wallace Miller became Treasurer in 1976-1977. The Board of Directors at the Fall, 1978

meeting approved a stipend of $1500.00 for the Treasurer and for the Executive Secretary.

Constitution and By-Laws revisions continued to occur during this period. The initial revision process took two years and was under the direction of Marvin S. Joslow. These revisions involved substantive changes to legalize the Division structure and to make the documents consistent with organizational practice. The proposed revisions were sent to the membership in March 1975 for approval. The necessary changes to accommodate the splitting of the Secretary-Treasurer position into Executive Secretary and Treasurer positions were approved at the October 1977 Legislative Assembly.

Division chairpersons were added as voting members of the Board of Directors at the November 1, 1973 Board meeting. Furthermore, since the new Division structure had been so successful, even more such entities were explored. These included Division of Reading Supervisors (1974) and the Junior College/Community College Division (1974). An idea was also put forth for a Learning Disabilities Division during this period. None of these proposed Divisions were approved.

The Research Commission, with Lawrence Kasdon as Chair, announced at the April 7-8, 1978 Board meeting that it was sponsoring the first annual competition for outstanding master's and specialist's theses in reading (for the Fall 1978 conference). The winner and two runners-up would each receive certificates of merit at the annual banquet. See Appendix A for a list of winners.

A *Code of Ethics and Professional Standards*, appeared in the Volume 7, No.1 (March 1978) issue of *Reading News*. The document, which was also printed in the Appendix of the CRA *Constitution and By-Laws*, was the work of the Professional Affairs Committee, chaired by Arthur E. Smith.

The North East Area College Reading Association (NEACRA) merged with CRA during this period. NEACRA was a small, somewhat informal professional association of fewer than 100 junior/community college reading teachers. At the Fall, 1974, NEACRA Conference, Marvin S. Joslow met with the NEACRA leadership and membership to discuss the possibility of a merger. Sixty-six percent of the group signed a petition to join CRA. Important considerations included the transfer of memberships and treasury funds. The processes of transferring NEACRA's memberships and funds to CRA were discussed at the March 7-8, 1975 CRA Board meeting. Then, at the October 29-30, 1975 CRA Board meeting, a decision was made to assign NEACRA's treasury funds ($900) for use in sponsoring College Reading Division programs. At the same meeting, a decision was made that William Gage, Membership Chair, would write all NEACRA members inviting them to join CRA and to affiliate specifically with the College Reading Division. It was NEACRA's understanding that their needs could best be met by adding conference seg-

ments within the mainstream of CRA. These efforts were not sustained, however, to the disappointment of both CRA supporters of the merger and NEACRA's former members.[3]

Publications

CRA's expanding publications led to financial concerns. At the November 30, 1977 Board meeting, Publications Chair, Linda B. Gambrell, reported that *Reading World* showed a net loss of $5,877, Monograph #1 produced a net profit of $163, Monograph #2 showed a net loss of $1283, and the *Reading News* showed a net loss of $1200. The cash balance in the publications' account was sufficient to cover these losses, however. In a leadership change, James R. Geyer, Publications Business manager, resigned in 1977 and was replaced by George McNinch.

Changes occurred with the journal, *Reading World*, as well. The *Journal* became available on microfilm in 1974 through Xerox University Microfilms. Jerry L. Johns was appointed Associate Editor of *Reading World* (Announced in the May 1977 issue, Volume XVI, Number 4). His role was to (a) receive all manuscripts directly from authors, (b) coordinate the referring of all manuscripts by the members of the editorial review board, and (c) formulate and disseminate guidelines for the submission of and evaluation of manuscripts. At the Fall, 1976 Board meeting, plans were initiated to develop the journal into a refereed journal. This development was announced as having been proven successful at the Fall, 1977 Board meeting. Professor Johns is credited with providing critical leadership in helping the journal become a referred publication. He confronted and solved, along with Editor Sam Zeman, serious problems in compiling, publishing, financing, and disseminating the *Journal*.[4]

Changes also occurred with the newsletter, *Reading News*. Johanna S. DeStefano resigned as Editor in the Spring of 1976 (April 19, 1976 issue of **Reading News**). William E. Blanton and Jerome B. Zutell were announced as the new Co-Editors at the October 21, 1976 Board meeting. Their term was two years (1977-1979).

Two additional monographs were published during this period. The first was Monograph #2, *Survival Learning Materials: Suggestions for Developing*, written by Robert M. Wilson and Marcia M. Barnes of the University of Maryland, published in 1974. This monograph focused on ways to follow directions, locate references, interpret forms, and obtain personal information. This monograph sold out. The second was Monograph #3, *Preparing Learning Modules to Train Teachers of Reading*, co-edited by Carol O'Connell and Sandra McCormick, published in 1977. The focus was on the need for modules (Shirley Hollingsworth), experiences in preparing learning modules

(Sandra McCormick), building successful modules (Carol O'Connell), and resources to aid in modular preparation (Sharon Bermel). A sample module was also included.

Appearing in 1977 was a unique publication, *15 Year Index to Reading World: 1961-1976* edited by Samuel S. Zeman. The publication was intended to serve as a guide to the information contained in CRA journals. It contained 289 annotated articles, placed in 55 categories.

Conferences

Janet K. Carsetti became Coordinator of Conferences and Special Programs in 1973-1974. Zelda Smith (Carner) became Co-Coordinator in 1975-1976 working with Professor Carsetti and assumed the role of Coordinator in 1976-1977.

The **eighteenth** annual conference was held October 31, November 1-2, 1974 at the Holiday Inn in **Bethesda, Maryland**. Paul R. Kazmierski was Program Chair. The theme was "Language to Reading: A Multi-Modal Activity." Highlights of the program included sectional meetings, workshops, symposia, limited formal paper presentations, and many film presentations. Divisional Business meetings were held. Main speakers included Bill Martin, Jr. at a luncheon on Thursday and Harry Wachs at a luncheon on Friday. A variation from tradition occurred at the A. B. Herr Memorial Banquet which featured a theatrical production, *Quixote Windows* rather than a speaker.

The **nineteenth** annual conference was again held October 30-31 and November 1, 1975 at the Holiday Inn in **Bethesda, Maryland.** The Program Chair was Richard L. Carner. The theme was "Reading is Its Own Theme." Paul R. Kazmierski delivered the "Presidential Address" at the General Session. Divisions were the focal points for organizing the conference program, a format that has continued to the present time. Each Division identified a theme to lend continuity to its respective portion of the program. Division chairpersons provided the leadership in selecting program content. In addition, time was provided for Division business meetings. The Friday Luncheon, "Conversations in Reading," featured discussion tables with leaders including Jules C. Abrams, June B. Ewing, George E. Mason, Lillian R. Putnam, and Robert M. Wilson. The A. B. Herr Memorial Dinner speaker was Jerzy Kosinski, National Book Award Winner in Fiction for his book *Steps*.

The **twentieth** conference was held on October 20-23, 1976 at the Americana of **Bal Harbour, Florida.** The theme was "Reading is Synergistic." Program Chair was Phillip L. Nacke, and the focus was again on Division meetings. The "Presidential Address" was given by Richard L. Carner at the General Session. A presentation, "Anniversary Reminiscence" by Historian Eleanor M. Ladd, also occurred at the General Session. A program high-

light included a summary of 20th anniversary activities. The 20th annual Anniversary Banquet included a champagne-cocktail party and dinner. CRA provided complimentary champagne to those who purchased banquet tickets. The A. B. Herr Memorial Banquet featured author Martin Caidin, author of *Cyborg and Marooned.*

The **twenty-first** conference was held in **Cincinnati, Ohio** on October 26-29, 1977. The theme was "Innovations in Reading." Janet K. Carsetti was Program Chair. The program continued to be structured around Divisional meetings. A number of children's book authors were featured. The First General Session speaker was Uberto Price whose topic was "Innovations in Reading." Edgar Dale spoke at the Second General Session luncheon on "The Relationship Between Vocabulary Level and Reading Level." The Third General Session featured "Cornbread, Earl and Me," a Bantam Film presentation, and was followed by a complimentary social. Daniel Fader, author of *Hooked on Books*, spoke at the A. B. Herr Memorial Banquet.

The **twenty-second** annual conference was held at the Shoreham Americana Hotel in **Washington, D.C.** on October 19-21, 1978. Program Chair person was Thomas Fitzgerald. The theme was "Reading: Theory into Practice." Divisional meetings again provided the framework for the program. The First General Session speaker was Albert Alford, Assistant Commissioner for Legislation, USOE, whose topic was "Federal Legislation: 1978-1979." The speaker at the A. B Herr Memorial Banquet was Jerry Kosinski, National Book Award winner and author of *Blind Date*. Topics at several sessions focused on the relationship between instructional time and achievement. Other current topics included reading for the gifted, disabled readers, literature, comprehension, middle school, and reading diagnosis.

Awards

The Awards Committee was given the authority and responsibility to make choices for the A. B. Herr and Special Services Awards, with the approval of the executive officers, at the April 5-6, 1974 Board meeting.

Award Recipients

A. B. Herr Award

J. Roy Newton, 1974
Dorothy D. Sullivan, 1976

Special Services Award

Marvin S. Joslow, 1975
Janet K. Carsetti, 1976

Notes

[1]"President's Message" by Richard L. Carner, *Reading World*, Vol. XV, No.3, pages 129-130, March 1976.

[2]Response by Janet K. Carsetti to our 1987 questionnaire.

[3]Personal correspondence from Marvin S. Joslow, dated July 21, 1998.

[4]Page 2 , Volume 17, No. 2 of *Reading News*, Spring 1989, William A. Henk and Robert J. Rickleman, Co-Editors.

YEARS 1978-1983

The Presidents

Thomas Fitzgerald
1978-1979

William E. Blanton
1979-1980

James E. Walker
1980-1981

Linda B. Gambrell
1981-1982

Rita M. Bean
1982-1983

During these years, The Right to Read program was a major source of federal funds for the direction and scope of development activities in reading. The final year of this program was 1979-1980, with the focus of funding then redirected into a Basic Skills Program. The Back to Basics movement resulted in a reexamination of reading instruction offered in schools. Naturally, CRA members were involved in this reexamination.

Major foci of research and publications in reading during this period was on the relationship between instructional time and achievement, comprehension, and the reading-writing connection. Topics in *Reading World* supported these trends and included research reviews, theoretical frameworks, discourse analysis, schemata, guided writing, metalinguistic awareness, and language and cognition.

The age of the computer had arrived. This technological revolution altered the needs of teachers and teacher trainers. The leadership of CRA was in the forefront of providing relevant information for teachers and teacher educators.

CRA experienced financial difficulties during this period as a result of decreasing membership and increasing publication costs (See Publications Section). Also, for financial reasons, the policy of paying for rooms for board members at Spring Board meetings, which began in 1981, was discontinued at the Spring, 1983 Board meeting.

Membership

Dues remained the same as in previous years, with the exception of dues for retired members which were reduced to $15.00. A new family membership dues category was established at the Spring, 1982 Board meeting. The dues for this category were $60.00 for two persons with receipt of one jour-

nal only. Dues for Associate members were raised to $40.00 at the Fall, 1982 Board meeting.

Membership in Spring, 1979 represented 40 states plus Canada. Over half of the membership was from Maryland (including D.C.), New York, New Jersey, Pennsylvania, and Ohio. There was an increase in membership from State Education Departments due to the efforts of 1978-1979 President Thomas Fitzgerald.[1]

The membership numbers below are based on the best available data in the archives. Membership numbers often fluctuated because of the movement of conference sites. Sometime local people at a conference site did not renew their membership the following year.

1978-1979	409 associate members, 39 student members, and 13 life members.
1979-1980	330 associate members, 34 student members, 2 retired members, and 13 retired members.
1980-1981	395 associate members, 35 student members, 6 retired members, and 12 life members.
1981-1982	A report given at the Fall, 1981 Board meeting noted that there were approximately 400 members representing 38 states and Canada.
1982-1983	There were approximately 400 active members as reported at the Spring, 1983 Board meeting.

Events and Actions

Wallace Miller became Treasurer during the 1978-79 year. James R. Layton assumed his duties and Treasurer and Publications Business Manager in 1981.

Constitutional changes continued under the leadership of Marvin S. Joslow, longtime Chairperson of the Resolutions and Rules Committee from 1968-1969 through 1981-1982. Norman A. Stahl joined Professor Joslow as Co-Chair in 1981-1982. Professor Joslow became the "constitutional authority" for the Association. In fact, he has been called the James Madison of the College Reading Association.[2] An important modification under Professor Joslow's leadership during this period involved changing the fiscal year to run from November 1 through October 31. This change was consistent with the recent change in the membership year. The revised *Constitution and By Laws* was published in *Reading World* (Volume 19, Number 3, March 1980). After the acceptance of this set of revisions, Professor Joslow became Parliamentarian for the organization. An unfortunate happening during this process was that there was a delay in completing the project because Professor Joslow's briefcase containing all files and documents was lost or stolen. Revisions had to be reconstructed.

The name of the Social Action Commission was changed to Legislative and Social Issues Commission at the March 19-20, 1982 Board meeting. The change proposed by Co-Chairs Marino Alvarez and Victoria J. Risko was designed to reflect the duel responsibilities of the Commission, both on legislative concerns and on social issues.

An undated *Procedural Policies Manual* was presented at the October 18, 1978 Board meeting. A formal procedure for incorporating changes in CRA policies into the document was established. A revision of this document began in 1981 and was submitted to the Board for approval at the Spring, 1982 Board meeting. Marvin S. Joslow spearheaded the work on the *Manual*, which was distributed at the October 27, 1982 Board meeting. One thrust of the revision required that each Committee, Commission, and Division to be broadly consistent with the Articles and Sections described in the *Constitution and By-Laws.*

Support for a new Division—Adult Learning—was generated and became a reality. 1979-1980 CRA President William E. Blanton charged Marvin S. Joslow, Chairperson of the Resolution and Rules Committee, to study the need for the Division. The Legislative Assembly, at its 1981 meeting, formally petitioned the Board of Directors to establish an Adult Learning Division. The Division was designed to coordinate adult learning, instruction, and research into a formally organized framework that would give impetus and meaning to the needs of the adult learner from ABE through the pre-college levels. The Division was formally approved at Fall, 1982 Conference. The new Division's By-Laws were written by Marvin S. Joslow. Nancy Dworkin was its first Chair.

The Clinical Division began its own publication program during these years. At the March 19, 1982 meeting, Lillian R. Hinds reported that she had obtained seed money from Cleveland State to start a journal on clinical reading, the *Journal of Clinical Reading: Research and Programs.* Lillian R. Hinds became Editor. Lois A. Bader was Associate Editor.

The Clinical Division appointed a committee in October 1982 to develop standards for programs having reading diagnosis and remediation as an area of emphasis and for clinical components of academic teacher preparation programs.

Prior to the October 18, 1978 Board meeting, CRA's *Code of Professional Ethics and Standards* was mailed to all colleges and universities listed in the third edition of the International Reading Association's 1978 *Graduate Programs & Faculty in Reading.* A revision of the standards was presented by Lonnie D. McIntyre, Chairperson of the Professional Affairs Committee, and was accepted at the Spring, 1983 Board meeting. Then in 1982, the Committee on Professional Affairs under the leadership of Arthur E. Smith began developing a set of "Ethical Guideline for Research in Reading." These newly

developed guidelines were accepted by the Board at its March 25, 1983 meeting and were merged into CRA's existing code.

The Research Commission, with Lois A. Bader and Betty S. Heathington as Co-Chairs, began recognizing the outstanding dissertation award winners in 1982. See Appendix A for a list of winners.

A serious look at CRA's financial picture began in 1979-1980 under the leadership of President William E. Blanton. This work was continued by 1980-1981 President James E. Walker.[3] President Walker appointed a group of experienced and knowledgeable CRA members who were charged with the responsibility of studying the financial picture of CRA, with a major discussion item being whether CRA should seek outside management to handle membership, conference arrangements, business matters, etc. The group was chaired by Janet K. Carsetti and was informally known as the "Carsetti Commission." The group presented much factual information and recommended that CRA continue to manage its own affairs.

Committee Chairpersons began three year terms under the leadership of 1981-1982 President Linda B. Gambrell. A rotational basis for appointing Committee and Commission chairpersons was approved at the Spring, 1982 Board meeting. This change meant that each President would have only three or four appointments to make each year. Continuity on the Board would be better assured.

One of the significant happenings during this period was the Congressional Testimony in June 1981 of Lois A. Bader and James E. Walker on "Research Priorities in Reading."

Other important actions included placing the responsibility for planning co-sponsored meetings with the Immediate Past President at the Spring, 1981 Board meeting. The initiation of awards for outstanding dissertations began in 1982.

Publications

Timothy R. Blair served as Publications Chair from 1978 to 1981. In 1981, Ernest K. Dishner became Chair.

Decreased membership and increased costs of publications let to continued financial problems with publications. At the October 29, 1980 Board meeting, George McNinch, Business Manager, reported that the amount of money available to publications had been cut in half because of decreasing membership. At the same time the organization had incurred expenses for three monographs, an index of journal articles, and the usual journals and newsletters. $3500.00 had to be borrowed from CRA's general funds to meet publication costs. Another problem was that while membership dues had increased over the years, the amount per member allocated to Publications

had remained the same. As a result, there was no money available to fund the May 1981 *Reading News*. The Board of Directors, at the March 20-21, 1981 meeting, decided to provide additional funding to support the publication of the newsletter from the general assets of the organization

Many changes occurred in publications leadership during this period. Jerry B. Zutell continued Editor of *Reading News*, and Jane Matanzo became Associate Editor in 1978. In 1980-81, the editorial team was Jane B. Matanzo, Editor, and Carol Robeck, Associate Editor. They continued in this role until 1984-1985. Robert Wilson, who had initiated the Monograph series, resigned as Editor in 1978. Jerilyn K. Ribovich agreed to serve as an interim Monograph Editor until a new appointment could be made. John N. Mangieri became Editor of the Monograph series in 1979. Gordon Gray followed Jerilyn K. Ribovich as Associate Editor for Monographs in 1980. David Moore followed John N. Mangieri who resigned as Monograph Editor in 1981-1982.

A new format for *Reading World*, with changes in covers and binding, appeared with the October 1978 issue (Volume 18, Number 1). Special nonrefereed features in *Reading World* included Reviews by Daniel T. Fishco and a featured article in each issue by Walter Pauk.

Two Monographs were published during this period. CRA Monograph #4 , *Observing Students' Reading Skills*, by Jeannette L. Miccinati and Mary Pine was published in 1979. This monograph provided information intended to help teachers assess and evaluate students' strengths and weaknesses by informal observation techniques—running commentary, shadow study, checklists, anecdotal records, and case studies (illustrating uses of time sampling, task analysis, behavior mapping, and on-task behavior evaluations).

CRA Monograph #5, *Organizing for Reading Instruction: an Individualized Plan*, by Leslie Mandel Morrow, was published in 1982. This monograph focused on analyzing yourself as a teacher, analyzing the environment, formulating objectives, evaluating students, preparing the environment, knowing the components of the reading period, conducting the reading period, and evaluating the program.

Conferences

Irene Payne became Conferences and Special Programs Coordinator in 1979. Marilyn Eanet followed Professor Payne as Conferences and Special Programs Coordinator at the end of the 1981 Fall Conference.

The **twenty-third** annual conference was held at the Parker House Hotel in **Boston, Massachusetts** on November 1-3, 1979. Program chairperson was William E. Blanton. The theme was "Reading: Futures and Labels." Keynote addresses were given by Melvin Howard ("Reading: Now and in the

Future") and M. Jerry Weiss ("All the Reasons I Am and Will Be"). The A. B. Herr Memorial Banquet speaker was author Elizabeth Levy, author of *Struggle and Lose* and *Struggle and Win*. Several presentations focused on the reading-writing connection. Speakers included Linda B. Gambrell, Marvin S. Joslow, Walter Pauk, Lillian R. Putnam, Richard T. Vacca, and Carmelita K. Williams.

The **twenty-fourth** annual conference occurred at the **Baltimore** Hilton on October 30, 31, and November 1, 1980. James E. Walker was Program Chair. The theme was "Reading as Its Own Reward." Margaret J. Early delivered the Keynote address on the theme topic, "Reading As Its Own Reward." The annual A. B. Herr Memorial Banquet featured the Theatre Touring Company of Gallaudet College presenting a theater piece, "Songs in Sign," in American Sign Language. Nancy Dworkin was responsible for securing this special presentation. Featured presentations included adaptive testing, adolescent reading, adult reading, bibliotherapy, children's literature, gifted and talented readers, humanistic clinical strategies, multicultural reading education, reading methods, reading research, speed reading, and university reading clinics.

The **twenty-fifth** annual conference was held at the Galt House in **Louisville, Kentucky**, October 29-October 31, 1981. Linda B. Gambrell served as Program Chair. The theme was "Reading: Reflections and Predictions." General Session speakers were John Bransford, whose topic was "Reading and Learning" and Robert J. Tierney whose topic was "Research in Reading Comprehension." The speaker at the A. B. Herr Memorial Banquet was Jules C. Abrams. Sue Ellen Bridges presented at the Author's Session. A Past Presidents' Reception was held. Past-Presidents honored were Jules C. Abrams, Robert C. Aukerman. William Blanton, Leonard S. Braam, Bruce W. Brigham, Richard L. Carner, Janet K. Carsetti, William H. Cooper, Daniel T. Fishco, Thomas P. Fitzgerald, Paul R. Kazmierski, Clay A. Ketchum, Martha J. Maxwell, Albert J. Mazurkiewicz, Phillip L. Nacke, J. Roy Newton, George O. Phillips, Uberto Price, James E. Walker, M. Jerry Weiss, and Robert M. Wilson.

The **twenty-sixth** annual conference was held on October 28, 29, and 30, 1982 in **Philadelphia** at the Philadelphia Centre Hotel. Rita M. Bean served as Program Chair. The theme was "Reading/Communication: Changes and Challenges." Featured speakers were Morton Botel ("The Literacy Network"), M. Jerry Weiss (The City and Literature: A Perspective for Teaching Reading"), Patricia M. Cunningham ("Is Comprehension affected by the Way We Teach Word Identification"), Marian Blank ("Viewing Language as Communication: Implications for Instruction"), and Daniel R. Hittleman ("The Reading Act: a Continuum of Moments"). Author David Cohen, author of *Famous Curses*, spoke at the A. B. Herr Memorial Banquet. Featured authors were Avi, Daniel Cohen, and Elizabeth Levy.

The **twenty-seventh** annual conference was held at the Sheraton-Atlanta Hotel in **Atlanta, Georgia** on October 20-22, 1983. The theme was "World of Reading." The Program Chair was Susan Mandel Glazer. The First General Session speakers were Ira Aaron, whose topic was "Some Concerns about Teaching Reading Teachers and Irene Athey, who spoke on "Needed Research in Reading." Other featured speakers were Linda B. Gambrell, Uberto Price, Sheldon L. Root, and Lyndon W. Searfoss. Featured authors were Isabelle Holland and Robert Burch. Doris Buchanan Smith, author of *The First Hard Times*, spoke at the A. B. Herr Memorial Banquet.

Awards

A special CRA tribute was given to *Albert J. Mazurkiewicz* in 1981. The plaque reads "for creating and editing the *Journal of the Reading Specialist*, 1961-1968." The plaque was adorned with a beautiful quill.

Award Recipients

A.B. Herr Award

Walter Pauk, 1979
Phillip L. Nacke, 1981
Lillian R. Putnam, 1982
Roy A. Kress, 1983

Special Services Award

Jules Abrams, 1978
Paul R. Kazmierski, 1978
Albert J. Mazurkiewicz, 1979
June B. Ewing, 1980
Wallace D. Miller, 1980
Samuel S. Zeman, 1981
M. Jerry Weiss, 1982
Robert M. Wilson, 1983

Notes

[1]Personal communication from Thomas P. Fitzgerald, January 1997.

[2]Marvin S. Joslow's legendary status was recognized by Gary L. Shaffer at the 1994 Legislative Assembly, November 5, 1994.

[3]Response by James E. Walker to Historians' 1997 questionnaire.

YEARS 1983-1988

The Presidents

Susan Mandell Glazer
1983-1984

George E. Mason
1984-1985

Lois A. Bader
1985-1986

James R. Layton
1986-1987

J. Estill Alexander
1987-1988

This period witnessed major financial challenges to the reading profession. There also existed controversies within the organization.

George E. Mason, 1984-1985 CRA President, issued a set of challenging questions to CRA's Divisions that were appropriate to the times. He challenged the Teacher Education Division whose members faced staff cutbacks at their institutions to take stands, draft resolutions, seek media coverage, and approach positions on concerns that would focus attention on the impact of staff cutbacks that would affect quality education. He noted that members of the College Division were expected to work miracles in fostering skill excellence in higher education without appropriate financial support for their work. He challenged the Division to undertake a campaign to increase the professional stature of its members and to aid them in securing the necessary fiscal support needed for quality programs. He stated that the Clinical Division had already begun a determined effort to affect clinic standards. Yet, he noted that college clinics were faced with the threat of extinction with college administrators viewing such programs as useless appendages. Division members were challenged to prepare responses to such cuts. He noted that the Adult Learning Division's position was perhaps the most precarious of all since many members were funded by grants which were declining. He challenged members to mount campaigns that would educate their publics to the usefulness of their labors and to the very nature of their work.[1]

Lois A. Bader, 1985-1986 CRA President, also challenged the Divisions to implement effective literacy techniques and program. She suggested that Divisions could devise ways to participate in improving K-12 and college and adult learning programs, in spite of the diminished college and university support to do so. She also proposed that Division ideas for implementing effective literacy programs be widely distributed.[2]

Controversy occurred within the Association, primarily focusing on as-

pects of publications programs. One area of concern was the appointment of members of the Editorial Review Board of the journal who were not members of CRA. A resolution was proposed that CRA adopt a policy that the Editorial Review Board of the journal must have been active CRA members for at least three years prior to their appointment. This resolution was passed by the Board at the Spring, 1985 meeting but was ruled unconstitutional by President Mason, since the word "active" was not defined in the CRA By-Laws.[3] Thus, the resolution could not be used to shape policy. The controversy was solved, however, in that non-CRA review board appointees joined CRA. In addition, Division Chairs recommended names from their Divisions for consideration by the various Editors. To the present time, Editorial Boards continue to be CRA members, and Divisions are assured representation.

The other publications controversy involved the Clinical Division's publication of the *Journal of Clinical Reading* supported by Cleveland State University. Some CRA members felt that all CRA publications should be under the purview of the Publications Committee. Some members of the Clinical Division felt that the journal should be published with or without the support of the CRA Board. In the end, the publication did come to be without the official support of the CRA Board. CRA Presidents had an article in each issue, which implied some degree of support.

Membership

In 1983, dues were $40.00 for Associate Members, $60.00 for Family Members, $10.00 for Student Members, $18.00 for Retired Members, and $450.00 for Life Members. Life memberships were raised to $510.00 at the October 30, 1987 Legislative Assembly.

Membership was difficult to ascertain from available records. As of October 10, 1983, there were 496 active members. As of October 1984, Board meeting there were 493 members. The Treasurer's Report of Spring, 1984 Board meeting indicated 252 Associate members, 1 Family membership, 46 Student members, 6 Retired members, and 25 Life members. Membership was reported at the October 1984 Board meeting as "a little over 500." As of April 1984, there were 468 paid memberships. In 1984, states with more than 40 members were Georgia, Maryland, New York, and Pennsylvania. In October 1985, membership was 471 members.

Events and Actions

A change occurred in the holder of the position of Executive Secretary. June B. Ewing completed her duties in this role October 30, 1988. Professor Ewing began her term in 1976-1977 and brought consistency to the organization through both good and controversial times. She was gracious and tactful

and set a high standard for efficiency and for keeping the Board members informed of their responsibilities.

Changes occurred in Treasurer and Publications Business Manager positions as well. Barbara A. Layton joined James R. Layton as Co-Treasurer in 1983-1984. Norman A. Stahl became Treasurer and Publications Business Manager in 1985-1986. Robert B. Cooter, Jr. assumed Professor Stahl's roles in July 1988.

Constitutional revisions continued. The 1986-1987 Resolutions and Rules Committee, chaired by Mary Brittain, began considering changes in the *Constitution and By-Laws* and the *Procedural Policies Manual.* Among the areas affected were the duties of the Executive Committee, responsibility/authority for replacing members of the Board of Directors, appointment of members of committees and commissions, duties of the Publications Committee, the role of editorial advisory boards, the amendment of Division By-Laws, and consistency across Division By-Laws.

Co-Historians, Frederick J. Fedorko and Albert Shannon, were charged in 1983-1984 with the task of developing a history to the College Reading Association. At the October 25, 1985 Legislative Assembly, a proposed constitutional amendment stated that Historian duties will involve the compiling and updating of a history which will serve an on ongoing chronicle of important Association "events and actions." This amendment was accepted at the 1986 Legislative Assembly. Professors Fedorko and Shannon began the archival task using the approach of "beg, search and scrape" for information. A majority of Past-Presidents were contacted for information as was the membership. The request was for old documents, conference proceedings, minutes, etc. to provide a basis for the history. At the Fall, 1985 Board meeting, Albert Shannon announced that progress on the history had been minimal because of lack of access to the archives and because of few responses to requests for information from Past-Presidents. In January of 1986, the historical documents that Professor Shannon had collected at Rider College were destroyed in a fire, leaving the Historians at ground zero in trying to reconstruct the CRA history. Nevertheless, they agreed to make another attempt depending on resources available. This effort was continued by Historian James E. Walker when he became Historian in 1985.

The Clinical Division had previously (October 1982) appointed a committee to develop standards for clinics having reading diagnosis or remediation as an area of emphasis and for the clinical training components of academic programs. This resulted in a Clinical Standards document that was presented to the Board by the Professional Affairs Committee for approval at the March 16-17, 1984 Board meeting. The Committee also recommended that the Board approve the Clinical Division as the accrediting agency for clinics that provide diagnostic or remedial reading services, as well as for those that pro-

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vide preparation in reading diagnosis and remediation. (This recommendation was never operationalized.) The document was approved at the Fall 1984 Board meeting and appeared in April 1985 entitled *Standards for Clinical Preparation in Reading and the Operation of Reading Clinics and Clinics with Reading Components.* The document was edited by Madlyn Levine Hanes, Lois A. Bader, Rita M. Bean, Lonnie D. McIntyre, Lillian R. Putnam, and Robert M. Wilson. The standards were tried out at the University of Maryland and the University of South Carolina. An expanded version, *Standards and Indicators of Quality* which included a rationale and indicators for each standard, was published by CRA in October 1985. This publication, edited by Madlyn Levine Hanes and Lois A. Bader, was intended to assure quality in the delivery of clinical services to clients of all ages.

The move to upgrade technology continued. Co-Treasurer Barbara Layton requested $2500.00 at the October 25, 1984 Board meeting to purchase IBM computer equipment that would enable the Treasurers and Business Manager to handle all accounts more efficiently and to provide the capability of producing mailing lists. The computer was also important for handling journal subscription work. The Laytons may be credited with bringing the operations of CRA into the technological era.[4]

In 1985, Bantam Books donated 100 copies of former President James Earl Carter's book, *Keeping Faith: Memoirs of a President* (1982) to CRA. The books were made available to members of CRA through the office of Executive Secretary June B. Ewing, who had arranged for Mr. Carter to autograph the books. Professor M. Jerry Weiss had arranged the donation with Bantam Books. The books were available for a tax deductible donation of $25.00. The proceeds were used in the purchase of a computer for the organization.[5]

The feasibility of CRA holding its Spring Board Meeting at the time and place of the International Reading Association convention was first discussed at the March 16-17, 1984 Board meeting and became policy at the Fall, 1987 Board meeting. In order to eliminate conflicts in program schedules, the CRA Board met on the Saturday prior to the beginning of the IRA convention. This policy was operationalized in Spring, 1988. This move enabled CRA Board members to save on airfare by staying over on Saturday nights. This policy changed the practice of holding the CRA Spring Board meeting at the site of the upcoming Fall Conference.

A new logo and pin came to be in this period. The new Logo for CRA appeared in 1986 under the leadership of George E. Mason. The logo reflected the four Divisions and the new journal name. Wording on the logo was changed to "for a world of reading." The pin was the work of the 1985-1986 Membership Committee chaired by Estelle J. Brown and Reta Hicks.

The Board decided at the Fall, 1987 meeting that co-sponsored meetings would be held annually with American Reading Forum, National Read-

ing Conference, Western College Reading and Learning Association, and the International Reading Association, organizations that provide CRA a reciprocal arrangement.

Publications

The Publications Committee, with Ernest K. Dishner as Chair, recommended that the title of the journal be changed from *Reading World* to *Reading Research and Instruction* at the October 1984 Board meeting, to become effective as of Fall, 1985. The intent was that the new title would be more accurate and sophisticated and would thus encourage a greater number of high quality manuscript submissions. It would also provide a more positive venue for promotion and tenure decisions. The Editorial Review Board was changed from 11 to 25 members to broaden the base of reviewer expertise and to enable each reviewer to deal with fewer manuscripts hoping to thereby increase the quality of manuscript reviews.

John E. Readence and R. Scott Baldwin became Co-Editors of *Reading World* in 1984-1985. Samuel S. Zeman continued in the role of Executive Consulting Editor. William Blanton and Karen D. Wood became Co-Editors of *RRI* in 1986-1987. Donna E. Alvermann was Publications Chair from 1984 to 1987. In other Editorship changes, David Moore resigned as Monograph Editor on March 14, 1986. Alan M. Frager assumed these duties in 1986-1987. Jane B. Matanzo continued as Editor of *Reading News* until 1985-1986 when Robert J. Rickelman and William A. Henk assumed the Editors' roles.

Conferences

Some changes in conference traditions received attention. Consideration was given at the October 25, 1984 Board meeting to changing the Annual Banquet to a luncheon function to entice more conference participants to attend. The Coordinator of Conferences and Special Programs was directed by the Board at its 1987 meeting to schedule conferences from Friday through Sunday each year.

Marilyn Eanet's term as Coordinator of Conferences and Special Programs ended with the 1984 conference. Margaret A. Cagney became Conference Coordinator in 1984-1985. She was followed in 1987-1988 by Marion L. Patterson.

The **twenty-eighth** annual conference was held at Loew's L'Enfant Plaza Hotel in **Washington, D.C.** on October 26-28, 1984. The theme was "Reading: It's an Art." George E. Mason was program chairperson. First General Session speakers were Robert M. Wilson and Patricia Koskinen. The topic was "Closed Captioned TV: An Exciting Way to Teach the Art of Reading." At another General Session, Uberto Price spoke on "Reading As an Art." Walter

Dean Myers, author of *Where Does the Day Go*, spoke at the A. B. Herr Memorial Banquet.

The **twenty-ninth** annual conference was held October 24-26, 1985 at the Pittsburgh Hilton in **Pittsburgh, Pennsylvania**. The theme was "Reading: Equality, Equity, Excellence." Program chairperson was Lois A. Bader. Marino C. Alvarez spoke at the first General Session. His topic was "Equality, Equity, and Excellence in Reading." Featured speakers included Allen Berger, Gregory A. Morris, Jeanette Veatch, and M. Jerry Weiss. Jules C. Abrams was speaker at the A. B. Herr Memorial Banquet. His topic was "Reading as an Art and as a Science: Pre-thoughts, Thoughts, After-thoughts." An important feature was dining and dancing aboard a paddle wheel river boat.

The **thirtieth** annual conference was held October 23-24, 1986 in **Knoxville, Tennessee**. The theme was "Reading Clicks" with James Layton serving as program chairperson. The College Division's special feature was "Lunch with a Mentor." During lunch period, tables were set up with a "reading authority" at each. Four to five participants were invited to each table to interact with the reading authority. First General Session speaker was Richard Wisniewski, Dean of Education at the University of Tennessee, Knoxville, who spoke on "Educational Excellence and the Reform of Teacher Education." At the Second General Session, George E. Mason delivered "Is the Professor of Reading a Reading Professor?" A featured presentation, "Changing Views of Early Literacy: Effects on Theory and Practice" was given by Susan Mandel Glazer. Betsy Byars, author of *The Cybil War*, spoke at the A. B. Herr Memorial Banquet.

The **thirty-first** annual conference was help October 29-31, 1987 at the Baltimore Marriott Inner Harbor in **Baltimore, Maryland.** The theme was "Reading Expands Horizons" with J. Estill Alexander as program chairperson. A series of Issues Forums was held with Lynn C. Cagle discussing the "Pros of the Reform Movement in Education" followed by Victoria J. Risko suggesting "Some questions"; Irene Payne took a position on giving credit for "Developmental Reading, Writing, and Study Skills Courses" followed by Paul R. Kazmierski who advocated a non-credit position; William E. Blanton and Jeanette Veatch presenting positions on "What is the Role of Direct Instruction in Reading?: Position"; Nancy Bertrand took a whole language position while discussing "Whole Language vs. Skills Emphasis in Reading" while William H. Rupley took a skills emphasis stance. Featured speakers were Ruth Garner and Robert Slavin. Tom Townsend, author of *Where the Pirates Are*, was the A. B. Herr Banquet speaker. Fourteen Past-Presidents were recognized: Bruce W. Brigham, Albert J. Mazurkiewicz, Clay A. Ketcham, Martha J. Maxwell, M. Jerry Weiss, Jules C. Abrams, Janet K. Carsetti, William Blanton, James E. Walker, Linda B. Gambrell, Rita M. Bean, Susan Mandel Glazer, George E. Mason, and Lois A. Bader.

The **thirty-second** annual conference was held at the Terrace Garden Inn in **Atlanta, Georgia** on October 28-30, 1988. Jerry L. Johns was program chairperson, and the theme was "Progress in Reading Research and Instruction." General Session speaker was Judith Goetz, whose topic was "Qualitative Methodology in Literacy Research." Speakers in the Professional Perspectives series were J. Estill Alexander, Robert W. Jerrolds, and Richard T. Vacca. The A. B. Herr Memorial Banquet speaker was P. David Pearson who spoke on "Assessing Reading: An Agenda for Research and Practice."

Awards

Decisions were made at the April 30, 1988 Board meeting not to award the A. B. Herr Award and the Special Services Award to the same person for a second time. A decision was also made that awards need not be made each year. The awarding of a maximum of two special service awards in any given year was approved. It was also decided at this meeting that plaques should be given to Executive Secretaries, Treasurers, and Conference Coordinators at the end of their terms. At the October 27, 1988 Board meeting, Presidents were added to this list.

Award Recipients, 1983-1988

A. B. Herr Award

Ira E. Aaron, 1984
Jules C. Abrams, 1985
Jeanette Veatch, 1986
Albert J. Mazurkiewicz, 1988

Special Services Award

James E. Walker, 1984
Linda B. Gambrell, 1985
Irene Payne, 1986
Emma W. Rembert, 1987
Arthur E. Smith, 1987
William E. Blanton, 1988
Jerry L. Johns, 1988

Notes

[1]George E. Mason, *Reading News*, Vol. 13, No. 2, Winter 1985, page 2.
[2]Lois A. Bader, "Addressing the Gap Between Literacy Knowledge and Practice" *Reading News*, Volume 14, No.2, Spring 1986, page 2.
[3]Memorandum from CRA President George E. Mason, dated June 5, 1985.
[4]Personal opinion of Co-Historian J. Estill Alexander.
[5]Personal communication from M. Jerry Weiss, dated July 30, 1998.

1988-1993

The Presidents

Jerry L. Johns
1988-1989

June B. Ewing
1989-1990

Lonnie D. McIntyre
1990-1991

Norman A. Stahl
1991-1992

Victoria J. Risko
1992-1993

Times remained tough in higher education. Cutbacks continued in operating budgets and travel funds. Fear of salary cuts existed. Norman A. Stahl[1], 1990-1991 President-Elect, described morale among colleagues as low as he had seen it in the 20 years he had been in higher education. Programs of pedagogy were under attack. Professor Stahl stated that higher education personnel should assume some responsibility for this situation since such personnel had allowed themselves to be put on the defensive, focusing mainly on damage control. Instead, he urged a well coordinated, ongoing offensive and suggested that attention be given to learning from mistakes and to building a leaner, stronger, more united alliance of professionals. Professor Stahl saw the need to use CRA's Division structure to provide forums that would study and propose stronger and more unique programs and strategies to survive the criticisms faced by higher education.

CRA members were actively involved in improving aspects of the governance and operation procedures within the organization. The Resolutions and Rules Committee completed a massive revision of the *Constitution and By-Laws* and the *Procedural Policies Manual.* The Publications Committee completed a revision of all policies and procedures related to publications and evaluated each of CRA's publications.

Membership

Membership dues remained the same. The publishing of Membership Directories, which were mailed to members along with conference program materials, began in 1991 and continued until 1995.

Membership was strong and growing. Numbers were difficult to pinpoint since memberships were entered into the computer on a rolling mem-

bership year basis rather than on a fixed membership year. There were approximately 600 members as reported by Treasurer Robert B. Cooter, Jr. at the Fall, 1989 Board meeting. In Spring, 1992, there were 600+ members.[2]

Events and Actions

Betty S. Heathington became Executive Secretary in 1988-1989 for a three-year term replacing June B. Ewing who had served as Executive Secretary for 12 years. Professor Heathington's term was later extended until June 1993. On July 1, 1993, Linda Thistlethwaite assumed the duties of Executive Secretary.

In 1988-1989, Robert B. Cooter, Jr. replaced Norman A. Stahl as Treasurer and Publications Business Manager. E. Sutton Flynt became Treasurer and Publications Business Manager in 1990-1991 replacing Professor Cooter who resigned effective June 1991.

Massive revisions occurred in constitutional and policy matters. A proposed revision of the *Constitution and By-Laws* and the *Procedural Policy Manual* were presented for comments and suggestions by Mary M. Brittain, 1988-1989 Resolutions and Rules Committee Chair, at the March 16, 1989 Board meeting. These changes were designed primarily to bring consistency to both documents. This work was continued by Terry McEachern who followed Professor Brittain as committee chair. The work was completed by Joan Elliott and Gary L. Shaffer who became Resolutions and Rules Co-Chairs in 1992-1993. Their task was to assemble recommended changes into a comprehensible and manageable format to be submitted for review and action at the Spring, 1993 Board meeting. Changes were approved at the 1993 Legislative Assembly and subsequently published.

Historian James E. Walker (1985-1993) was actively engaged in many historical matters during these years. He gathered information for formats to be considered in presenting historical capsules of the Association. He secured, with the assistance of Al Mazurkiewicz, an entire set of the eleven volumes of CRA conference *Proceedings*, duplicated them and sent them to ERIC. Professors Walker and Mazurkiewicz also provided ERIC with some early copies of the *Journal of the Reading Specialist* to complete the collection of *Journals*.[3] Professor Walker prepared a document entitled "CRA Professionals, Programs, and Progress: A Personal Twenty-five Year Perspective," dated January 12, 1994 which was later published in the 1994 CRA Yearbook.[4] Included in this document were the CRA "traditions" which Dr. Walker identified. These were:

1. At CRA Conferences, there is a Presidential address at a general session.
2. The A. B. Herr Awards Banquet is a dinner with a featured presenter.

3. The order of banquet events is standard and is passed on from one program chair (President-Elect) to another.
4. A Past-President is typically a featured speaker at a later conference of the organization.
5. A non-CRA prominent figure is listed as a General Session Speaker.
6. Board members, if presenting, are scheduled on the program early so they are free to circulate among the membership and confer with colleagues about the organization's business.
7. A person must be a CRA member to receive an Association award.
8. Awards need not be made for the two CRA awards in every year.
9. There is a Board Meeting, then Business Meetings for each of the divisions before the Legislative Assembly which is prior to the main meal function of the Association.
10. Nominees for President always come from those who served in an appointed or elected capacity on the Board.
11. Nominees for elected Board members (Directors for 3-year terms) come from the appointed members or as a result of division service.
12. Past-Presidents are introduced as a group at the Annual Banquet.
13. Awards are presented before or as part of the Banquet.
14. Research award winners give a presentation on the same day as the main meal function and are acknowledged at the function.
15. The passing of the presidential gavel from the President to the incoming President takes place at the main meal function.
16. Board members and Committee and Commission chairs are acknowledged at the Legislative Assembly.
17. Candidates for CRA offices are introduced at the Assembly.
18. The CRA President writes a column for the newsletter for each issue.
19. Children's and Young Adult's authors present at the conference.
20. The president hosts a reception or similar event at the Annual Conferences.

The Ethical Guidelines for Research were revised by the Committee on Professional Affairs in 1993 under the leadership of Sherrie. L. Nist, Chair. The intent was to reflect both quantitative and qualitative methodology in a more accurate way.

There was a fourth attempt to change the name of the Association, with Jerry L. Johns providing the leadership to initiate the change. The decision to study a name change came from action of the Board of Directors at the 1988 Atlanta meeting. A study committee was formed with James E. Walker as Chair. Committee members were Rita M. Bean, William A. Henk, Janet Miller, and Victoria J. Risko. Motivations for the change were inherent in questions

such as "Does the name CRA reflect the needs of the Association?," Should the membership be expanded?," and "Does the name exclude some potential members?" Professor Walker reviewed the Committee's work at the November 2, 1989 Board meeting. The Board expressed some interest in a name change if the new name could maintain the letters—CRA. At the May 5, 1990 Board meeting, a motion was made that the name be changed to the "Council for Reading Advancement: An International Literacy Society." Twenty-six other names had been considered. A mail-out ballot to the membership concerning the name change was conducted prior to the Fall, 1990 Board Meeting, at which time a name change was to be considered. A majority of those voting supported the change, but the vote fell short of the 2/3 votes needed for approval. Again, an attempt to change CRA's name failed.

Publications

The 1990-1993 Publications Committee, chaired by J. Estill Alexander, revised and extended all of the Publications Committee's policies and procedures. This included: refining and/or developing guidelines for searches for the various publications editors, developing time lines for changing Editorships through 2004, refining duties of editors, addressing reprint permission and procedures, refining duties of Editorial Review Boards, developing advertising rates and policies, and developing deadlines for submissions for various publications. A survey instrument for evaluating each publication was developed and administered. The results were positive and were summarized by Lonnie D. McIntyre and J. Estill Alexander in the Spring, 1993 issue of *Reading News*.[5]

Susan Argyle and Deborah Wells became Co-Editors of the *Newsletter* in 1989-1990. Robert Bruce Cooter, Jr. became Editor of *Reading Research and Instruction* in the Fall of 1993. *Reading Research and Instruction* received a major format change with the Fall, 1993 issue (Volume 33, No.1) under the leadership of Robert B. Cooter, Jr. One important change was that color of the cover (white with a color picture). Color was also added to inside content. Martha Collins and Barbara Moss became Monograph Editors in 1992-1993.

The Conference *Proceedings* series was reinstituted after a hiatus of 20 years. The Board approved funding for a CRA Yearbook of the proceedings at its Fall, 1989 Meeting. The revival of the Yearbook was supported by 1988-89 President, Jerry L Johns and Publications Chair, Richard T. Vacca. Norman A. Stahl and Madlyn Levine Hanes had surveyed the membership to determine whether there was grass roots support for the revival.[6] There was a feeling that this move would lead to higher quality presentations at conferences since there would be an opportunity for presenters to be considered

for publication in the Yearbook. The first Yearbook Editors in the revival of this publication were Nancy D. Padak, Timothy V. Rasinski, and John Logan. The Yearbook Review Board was selected by the Editors based upon qualifications with the goal of proportional representation of the four Divisions. All conference presenters were invited to submit manuscripts for consideration for inclusion in the Yearbook. Up to $7000.00 from existing treasury funds was approved at the November 2, 1989 Board Meeting.

Yearbooks during 1988-1993 included:

The Twelfth Yearbook, *Challenges in Reading* (1990), edited by Nancy D. Padak, Timothy V. Rasinski, and John Logan was based on papers presented at the 1989 annual conference. The papers selected for inclusion dealt with challenges in teacher education, literacy instruction, assessment and correction, and college and adult reading.

The Thirteenth Yearbook, *Reading is Knowledge* (1991), edited by Nancy D. Padak, Timothy V. Rasinski, and John Logan was based on papers presented at the 1990 conference. The papers included were organized around "knowing" about college and adult literacy, home and community literacy, literacy instruction, teacher education in literacy, and teacher education in the content areas.

The Fourteenth Yearbook, *Literacy Research and Practice: Foundations for the Year 2000* (1992), edited by Nancy D. Padak, Timothy V. Rasinski and John Logan was compiled from selected papers presented at the 1991 annual conference. Dissertation and Master's Thesis Award winning papers were included for the first time. The yearbook was organized around research and practice in teacher education, literacy instruction, adult literacy, college literacy instruction, and evaluation of readers. The Editors addressed "What Makes Good Research: A Pragmatic View" as the opening article.

The Fifteenth Yearbook, *Inquiries in Literacy Learning and Instruction* (1993), edited by Timothy V. Rasinski and Nancy D. Padak was based on selected papers presented at the 1992 annual conference and focused on inquiries in college and adult literacy instruction, literacy instruction in clinics and classrooms, and teacher education.

Monograph #6, the first monograph to appear in many years, was published in 1990. The title was *College Reading and the New Majority: Improving Instruction in Multicultural Classrooms*. The Monograph was developed under the leadership of Monograph Editor, Alan M. Frager. Ten essays were grouped in three sections: historical perspectives, multicultural perspectives, and instructional practices.

Monograph #7, *Teaching Adult Beginning Readers: To Reach Them by Hand*, from the Adult Learning Division and edited by Alan M. Frager, was published in 1991. The monograph was a practical guidebook for teaching adult students at the beginning stages of literacy. Six chapters addressed adult

literacy assessment, instruction, and program development, as well as case studies of adult beginning readers.

Monograph #8, *Using Inquiry in Reading Education* edited by Alan M. Frager and Janet Miller, appeared in 1992. This monograph contained sixteen essays addressing the rationale and methods of using inquiry in reading education courses. Among the methods addressed were case studies, portfolios, reflective teaching, and response journals.

Samuel S. Zeman's *10 Year Index to Reading Research and Instruction 1976-1986*: annotated Articles was published in 1990. This annotation included Volumes 15 through 25 of *Reading World* and *Reading Research and Instruction*.

Conferences

Marion L. Patterson was Conference Coordinator during this period.

The **thirty-third** annual conference was held on November 3-5,1989 at the Warwick Hotel in **Philadelphia, Pennsylvania.** The theme was "Challenges in Reading: 1989 The Year of the Young Reader" with June B. Ewing serving as Program Chair. The Second General Session focused on "CRA Pioneers in Reading." Speakers were CRA's own outstanding educators: Jules C. Abrams, Albert J. Mazurkiewicz, Walter Pauk, and Robert M. Wilson. Awards were presented at the A. B. Herr Memorial Banquet. Susan Bite Pfieffer, a Dorothy Canfield Fisher Award winner and author of *About David*, was the speaker.

The **thirty-fourth** annual conference was held at the Holiday Inn Crowne Plaza in **Nashville, Tennessee** on November 2, 3, and 4, 1990. Program Chairman was Lonnie D. McIntyre whose theme was "Challenges in Reading: Knowledge is Power—Reading Enhances Knowledge." The First General Session speaker was John Quinn, Chancellor of the University of Tennessee, Knoxville. A notable symposium was "Case-Based Instruction and Learning: An Interdisciplinary Project" organized by Marino C. Alvarez and featuring Tennessee secondary school teachers. The speaker at the A.B Herr Memorial Banquet was Alex Haley, noted author-historian and author of *Roots*.

The **thirty-fifth** annual conference was held October 31, November 1, 2, and 3, 1991 in **Crystal City, Virginia.** Program Chairperson was Norman A. Stahl, who made an effort to feature young professionals just coming on the reading education scene. The conference theme was "Literacy Research and Practice: Foundations for the Year 2000." The First General Session speakers were Peter P. Afflerbach, whose topic was "The Communication and Interpretation of Literacy Assessment." Nancy N. Spivey's topic at the Second General Session was "Reading, Writing, and Meaning." Anne P. Sweet of the United States Office of Education was speaker at the College Reading

Association Annual banquet. A special feature was the CRA Sponsored event *Shear Madness*, a hilarious comedy murder mystery at the Kennedy Center Theatre Lab Cabaret.

The **thirty-sixth** annual conference was held November 5-8, 1992 at the Hyatt Regency at Union Station in **Saint Louis, Missouri.** The theme was "Inquiries in Literacy Learning and Instruction" with Victoria J. Risko as Program Chairperson. General Session speaker was Dorothy J. Watson, whose topic was "Creating a Classroom Community of Learners." Luncheon speaker was Richard A. Allington who spoke on "Unintended Effects of Educational Reform: Implications for a Literate America." Awards were presented at the luncheon since the banquet had been eliminated. Featured speakers included Donna Alvermann, Rita M. Bean, Susan Mandel Glazer, Walter Pauk, and Judy Richardson. A boat cruise occurred on Saturday evening.

The **thirty-seventh** annual conference was held November 4-7, 1993 at the Hyatt Richmond at Brookfield in **Richmond, Virginia**. The theme was "Literacy: Pathways to Life-Long Learning." Patricia S. Koskinen served as Program Chair. The First General Session speaker was John T. Guthrie who spoke on "Engagement in Literacy: Pathways Between Life and Learning." At the Second General Session, a panel discussion occurred. The topic, moderated by James R. King, was "Advice for President Clinton: Mapping the Future of Literacy Education." Panelists included Jules C. Abrams, Marino C. Alvarez, James F. Baumann, Karen D. Bromley, Thomas H. Estes, Barbara J. Fox, Dan Hobgood, Francis P. Liveley, Stephanie Marquart, Norman A. Stahl, Brenda S. Townsend, Gwendolyn Y. Turner, and Carmelita K. Williams. The Awards Luncheon speaker was Joy Zinoman, Director of the Studio Theater Conservatory in Washington, D. C. The CRA Reading Room, a silent auction of donated books by CRA authors, began with this conference. Barbara J. Walker provided the leadership for this activity. Two Richmond Round About Tours were available for conference participants' enjoyment: Pre-Conference Tour of Williamsburg and Evening Tour of Historic Richmond.

Awards

Beginning in 1992, awards were presented at the Luncheon since the A.B. Memorial Banquet had been discontinued.

Award Recipients, 1988-1993

A. B. Herr Award

Richard T. Vacca, 1989
J. Estill Alexander, 1990
Sidney J. Rauch, 1991
Lois A. Bader, 1992
Donna Alvermann, 1993

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Special Services Award
Lois A. Bader, 1989
Betty S. Heathington, 1990
Susan M. Glazer, 1990
James R. Layton, 1991
Audrey Williams, 1992
George E. Mason, 1993

Notes

[1]"From This Bully Pulpit" by Norm Stahl in *Reading News*, Volume 18, No. 5 (Winter 1991), page 1.

[2]"Remember When?", From page 1 of *Reading News*, Volume 18, No. 6 (Spring 1992), Susan Argyle and Deborah Wells, Eds.

[3]Personal communication from James E. Walker, September, 1998.

[4]James E. Walker, "CRA Professionals, Programs, and Progress: A Personal Twenty-five Year Perspective" in ***Pathways for Literacy: Learners Teach***, the sixteenth Yearbook of the College Reading Association, 1994, edited by Elizabeth G. Sturtevant and Wayne M. Linek, pages 25-34.

[5]Lonnie D. McIntyre and J. Estill Alexander "CRA Publications Evaluation" *Reading News*, Volume 19, No. 3 (Spring 93) pages 5-6.

[6]Personal Communication from Norman Stahl in August, 1998.

[7]Personal communication from Norman A. Stahl, August, 1998.

1993-1998

The Presidents

Patricia S. Koskinen
1993-1994

Judy Richardson
1995-1996

Betty Heathington
1994-1995

Marino Alvarez
1996-1997

Timothy Rasinski
1997-1998

Since CRA's humble beginnings in 1958, the organization has matured over a 40-year period into a professional association of high quality. The current structure includes four divisions—Adult Learning, Clinical, College, and Teacher Education—that address the specific career needs of members. Also functioning are Committees/Commissions/Chairs on Conferences, Programs, Membership, Professional Affairs, Public Information, Awards, Media, Historian, Photographer, Research, Elections, Resolutions and Rules, Publications, and Social Issues which enable CRA to deal with specific operational concerns.

CRA's *Constitution and By-Laws* has developed into a comprehensive instrument that meets the needs of the organization. A *Procedural Policies Manual* guides the current day-to-day operations of the organization. The Publications Program is sophisticated and comprehensive, including a journal, a newsletter, yearbooks, and monographs. Editorial Review Boards provide blind reviews for each appropriate publication. Conferences are on the forefront of literacy concerns, with a Conference Coordinator handling the logistics for the meetings.

From a personal perspective,[1] The organization is composed of friendly, dedicated members who provide a high level of professional support to colleagues, particularly young professions just entering the profession. At the present time, CRA seems to be on the threshold of becoming more proactive in addressing national literacy issues and concerns.

Membership

The current membership dues are $60.00 for Associate memberships, $30.00 for full time students, $40.00 for retired memberships, $80.00 for fami-

lies, and $1020.00 for life memberships. The Membership Directory of 1994-1995 listed 533 members. At the end of the 1995-1996 membership year, there were 513 active members, and at the end of the end of the 1996-97 membership year there were 507 active members.[2] As of July 1996 there were 463 active members, 13 complimentary members, and 688 institutional librarians subscribing to *Reading Research and Instruction*. Active membership consisted of 63 life members, 329 Associate Members, 48 student Members, 15 Retired Members, and eight family members. Residents of 39 states and five other countries were represented. Memberships were highest in Ohio, New York, New Jersey, Pennsylvania, Georgia, Texas, Illinois, Tennessee, and Florida.[3]As of March 15, 1997, there were 64 life members, 333 associate members, nine family members, 32 student members 16 retired members, and 14 complimentary members for a total of 468[4]

Beginning in 1995, Membership Directories were distributed to conference participants in the anticipation that better attendance at conferences would be encouraged.

Events and Actions

E. Sutton Flynt resigned as Treasurer/Business Manager in 1995. Gary L. Shaffer was approved at the April 29, 1995 Board meeting to fulfill the remainder of Professor Flynt's term, with the intention of his continuing into the following full term. The term of the Treasurer/Business Manager was extended by one year (one time only) at the May 2, 1998 Board meeting in order that the term of duties would not end at the same time as that of the Executive Secretary. The stipend for the Treasurer/ Business Manager was raised to $2000.00 at the May 2, 1998 Board meeting.

Linda Thistlethwaite completed her term as Executive Secretary in 1995-1996 and was replaced by Ora Sterling King in 1996-1997. The stipend for the Executive Secretary was also raised to $2000.00 at the May 2, 1998 Board meeting.

Historians Albert J. Mazurkiewicz and Janet Miller (1992-1995) initiated the CRA Laureate Award which was approved at the November 2, 1995 Board meeting. This award combined both service and research components and was to be handled by the Awards Committee, with the Historian(s) serving on the selection committee. They also initiated the sponsoring of "Early Leaders in Literacy" sessions at conferences. The idea was to invite former leaders of CRA to present at conferences and to provide current members the opportunity to meet and interact with them. This session began at the 1994 annual conference and became a standard feature.

1995-1998 Historians, J. Estill Alexander and Susan L. Strode, wrote a comprehensive history of the organization (this document). The format was

sequenced in five year segments and was based on minutes, publications, and personal communications from CRA members. Featured in each five-year segment were the presidents, membership, actions and events, publications, and awards.

Divisions conducted a self-study of themselves during the years 1994-1996. This work was coordinated by a CRA ad hoc committee chaired by Victoria J. Risko. Divisions were asked to examine their goals and growth, evaluate what had been happening within the Division, determine whether the Division was continuing to meet the diverse needs of its membership, and determine whether the Division continued to represent realistically the field at large. Each Division was asked to identify perceived strengths and needs, to generate a "wish list," and to develop a goals' statement. Comprehensive self-study reports were submitted by the College, Teacher Education, and Adult Learning Divisions in 1995 and the Clinical Division in 1996. The activities across Divisions focused on strategies for establishing ways for members to communicate with each other. The Teacher Education Division and the Adult Learning Division worked on methods for communicating electronically. Collaborative research projects were identified by the Teacher Education Division as needed thrusts. Panel discussions at conferences were planned by the Clinical and College Reading Divisions to discuss ways to publicize their agendas and national efforts .[5] In general there was high interest in continuing the Division structure. Some of the CRA policies that grew out of the study and adopted at the October 31, 1996 Board meeting were that the Membership Committee select one Division each year, on a rotating basis, to target for its membership drive and that one Division should be "featured" on a rotating basis at annual conferences. A proposed policy that Divisions be permitted to produce their own publications within their budgets was tabled.

The Adult Learning Division announced in the Winter, 1996, *Reading News* that their new interactive electronic journal, *Exploring Adult Literacy*, was on line. In the same newsletter, CRA announced the development of an electronic discussion group (listserv) free to its members. The listserv was proposed as a vehicle for discussing legislative and social issues as well as for communication and is maintained at Kent State University under the direction of Nancy D. Padak. It provides CRA members the opportunity to post information, discuss issues, and answer questions related to CRA in particular and literacy in general.

Carolyn Andrews-Beck chaired an ad-hoc committee, appointed by 1995-1996 President Judy Richardson, to establish and maintain a CRA web site. The web site was established in 1997 at Tennessee State University under the leadership of Marino C. Alvarez. Information on the web site includes information about CRA's officers, divisions, and conferences. It also includes

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an on-line membership application, photos, and links to related literacy education sites. The web site can be accessed at http://coe2.tsuniv.edu/cra.

The planning of Co-Sponsored Sessions at conferences became the responsibility of The Executive Secretary in 1994 since there had been communications problems when the responsibility was with the Past-Past-Past President. The Executive Secretary will notify Division Chairs each year regarding their commitments to the various co-sponsored sessions (ARF, NRC, IRA, CLRA)

A fifth attempt was made to change the name of CRA. The Name Change Committee, chaired by Michele L. Simpson, was appointed by 1992-1993 President Victoria J. Risko. Again, the rationale for the proposed change was that "CRA" did not communicate the goals and diverse membership interests of the organization. The name, Association of Literacy and Language Professionals (ALLP), was supported by the 1995 Legislative Assembly. Ballots were then sent in June 1996 to the membership. Voters, by a large majority, did not support the name change, and CRA remained CRA!

At the November 5, 1998 Board meeting, the stipend for theses and dissertation award winners was raised from $150.00 to $250.00, effective with the 1998 Conference. The stipend is given only when winners attend the annual conference. Also at this meeting, at the recommendation of the Research Commission, the name of the thesis award was changed to Masters Research Award to reflect changes in current masters research projects, many of which do not involve formal, traditional theses.

Fredrick J. Ferdorko, photographer, continued to be omnipresent at Conferences and Board Meeting. He has been in the role since 1986-1987 and has developed what is in effect a pictorial history of CRA.

Publications

The Publications Committee of 1993-1996 with William A. Henk as Chair was productive. They revised editorial position announcements for *Reading News*, The Monograph series, and *Reading Research and Instruction*. They also revised and administered the publications' evaluation instrument. The results of their survey indicated that all publications were highly regarded and that the publication review processes were substantive and respected.

In Editorship changes, D. Ray Reutzel became editor of *Reading Research and Instruction* in 1996-1997. Barbara Martin Palmer was appointed Monographs Editor at the April 27, 1996 Board meeting. Patricia Linder and JoAnn Dugan became Co-Editors with Wayne M Linek and Elizabeth G. Sturtevant for the publication of the 1998 Yearbook.

Monograph #9, *Literacy Assessment for Today's Schools*, edited by Martha D. Collins and Barbara G. Moss was published in 1996. Sections included

Assessment in the Classroom and Beyond for Tomorrow's Schools and Literacy Assessment through Portfolios. Barbara Martin Palmer, current Monograph Editor, received approval to develop a Monograph #10 centering on College Reading. (This monograph is scheduled for completion in 1999).

A committee was formed at the November 5, 1998 Board meeting to study the possibility of replacing the Monograph Series with a set of exemplary case studies in reading. This move was seen as being in keeping with CRA's thrust on instruction. The committee was instructed to report at the May 1999 Board meeting.

The yearbooks in this period were as follows:

The Sixteenth Yearbook, *Pathways for Literacy: Learners Teach and Teachers Learn* (1994) edited by Elizabeth G. Sturtevant and Wayne M. Linek, was based on papers selected from presentations at the 1993 annual conference and was organized around pathways for change in teacher beliefs, perceptions, and knowledge; adult and college learners; teacher education; learning in elementary and secondary classrooms, and family literacy. Included was a Historical Pathways section containing "The Roots of Reading: Preserving the Heritage of a Profession" by Norman A. Stahl, James R. King, Deborah Dillon, and James E. Walker and "CRA Professionals, Programs, and Progress: A Personal Twenty-Five Year Perspective" by James E. Walker.

The Seventeenth Yearbook, *Generations of Literacy* (1995) edited by Wayne M. Linek and Elizabeth G. Sturtevant, was based on selected papers from the 1994 annual conference. The organizational focus was on literacy and teacher philosophy, adult and college learners, teacher education, elementary and secondary classrooms, and family. Included was the Keynote Address, "Motivational Matters," given by Linda B. Gambrell. Early Leader Addresses by Jeanette Veatch and Ira E. Aaron were also included.

The Eighteenth Yearbook, *Growing Literacy* (1996) edited by Elizabeth G. Sturtevant and Wayne M. Linek, contained selected papers from the 1995 annual conference. Sections focused on literacy and teacher beliefs; teacher education; preschool, elementary, and secondary settings; college learners, and emerging issues. Early Leader papers by Jules C. Abrams, Richard L. Carner, Janet K. Carsetti, and M. Jerry Weiss were also included.

The Nineteenth Yearbook, *Exploring Literacy* (1997) edited by Wayne M. Linek and Elizabeth G. Sturtevant was based on papers selected from those presented at the 1996 annual conference. The yearbook was organized around exploring learner development and professional development. Included were the Presidential Address by Judy Richardson, the first in many years, and Leaders in Literacy Addresses by Lillian R. Putnam, D. Ray Reutzel, and William A. Henk.

The Twentieth Yearbook, *Literacy and Community* (1998) edited by Elizabeth G. Sturtevant, JoAnn Dugan, Patricia E. Linder, and Wayne M. Linek

was based on selected papers from the 1997 conference content focused on literacy development for elementary, secondary and college students; literacy and assessment; professional development and literacy; and emerging issues. Special addresses included Marino C. Alvarez's presidential address; keynote addresses by Jeanne S. Chall, Susan B. Neuman, and Rona F. Flippo; and Robert C. Aukerman's early leader presentation; and articles by research award winners Lawrence R. Sipe and Melissa Brock were also included.

Conferences

Maria Valeri-Gold became Conference Coordinator in 1994-1995.

The **thirty-eight** annual conference was held November 3-6, 1994 at the Royal Sonesta Hotel in **New Orleans, Louisiana.** Betty S. Heathington, Program Chair, chose the theme, "Literacy for Tomorrow's Learners." General Session speakers were Linda B. Gambrell, whose topic was "Motivation to Read: Promising Practices and Future Directions" and Leo W. Pauls, who spoke on "Tomorrow's Literacy Standards: Their Consequence and Comparability." The Awards Luncheon speaker was Brod Bager, author of *Chicken Socks and Other Contagious Poems.* A special feature was the beginning of an annual "Early Leaders in Literacy" session, with Jeanette Veatch and Ira Aaron as speakers. The special CRA evening event was a "Cajun Fals-Do-Do."

The **thirty-ninth** annual conference was held at the Holiday Inn Sunspree Resort in **Clearwater Beach, Florida** on November 2-5, 1995. The theme was "For the Love of Reading" with Judy S. Richardson as Program Chair. First General Session speaker was James Anderson. The Second General Session consisted of a Past Presidents Panel moderated by Betty S. Heathington discussing "Professional and Leisure Reading Choices." Past-Presidents included Jules C. Abrams, J. Estill Alexander, Robert C. Aukerman, Lois A. Bader, William E. Blanton, Richard L. Carner, Janet K. Carsetti, Linda B. Gambrell, Susan Mandel Glazer, George E. Mason, Albert J. Mazurkiewicz, Victoria J. Risko, and M. Jerry Weiss. Awards were presented at the CRA Awards Breakfast, with Suzanne Fisher Staples, author of *Shabanu* (a Newbery Honor Book), as the speaker. Speakers at the Early Leaders in Literacy Session were Jules C. Abrams, Richard L. Carner, and M. Jerry Weiss. A mini Placement Service, consisting of a notebook of position openings, occurred in conjunction with the Reading Room.

The **fortieth** annual conference was held at the Sheraton Charleston Hotel in **Charleston, South Carolina**, October 31-November 3, 1996. Marino C. Alvarez served as Program Chair using the theme, "Exploring Multiple Pathways to Literacy." General Session speaker was Wayne Otto. His topic was "If the Horse is Dead, Get Off." The Presidential Address was reinsti-

tuted as a tradition after a hiatus of several years, with Judy Richardson delivering the address. Judith Thelen was the speaker at the Awards Breakfast. Speakers at the Leaders in Literacy Session were Lillian R. Putnam, D. Ray Reutzel, and William A. Henk.

The **forty-first** annual conference was held at the Omni Parker House in **Boston, Massachusetts** on November 6-9, 1997. Program Chair was Timothy V. Rasinski. The theme was "It Takes a Village to Raise a Reader." Keynote speaker was Rona. F. Flippo. Her topic was "Finding Common Ground: A Review of the Expert Study." A General Session speaker was Jeanne S. Chall who spoke on "My Fascination with Reading: Fifty Years of Research and Practice." The CRA Awards Breakfast speaker was Susan B. Neuman. Marino C. Alvarez delivered the Presidential Address in conjunction with the Legislative Assembly. Robert C. Aukerman was speaker at the Early Leaders in Literacy Session. A special session focused on "Making a Career in Literacy Education at the College Level" with Donna Alvermann, Linda Gambrell, Jerry Johns, Michael McKenna, Nancy Padak and D. Ray Reutzel as panelists. To provide support for newer members, seven senior CRA members—Donna E. Alvermann, Parker Fawson, Linda B. Gambrell, Jerry L. Johns, Patricia S. Koskinen, Nancy D. Padak, and Linda Thistlethwaite—discussed writing for publication.

The **forty-second** annual conference was held at the Wyndham Myrtle Beach Resort at **Myrtle Beach, South Carolina** on November 5-8, 1998. Nancy D. Padak served as Program Chair using the theme "Advocating for Literacy Learners and Teachers." The Thursday Evening General Session, "Advocating for Literacy Learners and Teachers: Views for CRA Leaders," featured former CRA Presidents J. Estill Alexander, Marino C. Alvarez, Lois A. Bader, Rita M. Bean, Linda B. Gambrell, Betty S. Heathington, Jerry L. Johns, Patricia S. Koskinen, Albert J. Mazurkiewicz, Victoria J. Risko, and Judy Richardson. Another General Session featured Patricia Cunningham who spoke on "What Phonics Can Do—And What it Can't." The last General Session included representatives from the four Divisions who addressed "Advocating for Literacy Learners and Teachers: Views from CRA Divisions" with Jack Cassidy as discussant. Timothy V. Rasinski gave the Presidential Address, "Outside of a Dog, a Book is Probably Man's Best Friend and Inside a Dog It's Too Dark to Read." The CRA Awards Breakfast speaker was Donna Alvermann, whose topic was "Are We Trend Spotters or Tale Spinners? A Report from the Field." The Early Leader in Literacy speaker was Walter Pauk whose topic was "How the SQ3R Came To Be." The special evening event was at the Dixie Stampede, a Dollywood Production, which featured live entertainment, cash bar, and an excellent meal.

Awards

CRA's Laureate Award was approved at the November 2, 1995 Board meeting and was first awarded in 1996. The award is based on the following selection criteria:

1. Influence on other reading professionals through mentoring, teaching, and other activities;
2. longevity of membership in CRA over a significant number of years;
3. research, publications and presentations that involve collaboration with students, teachers and other professionals; and
4. participation at CRA conferences and participation in CRA activities, such as serving on the Board and/or on commissions/committees.

The Special Services Award was renamed the Albert J. Mazurkiewicz Special Services Award at the November 5, 1998 Board meeting in recognition of Professor Mazurkiewicz's 40 years of exemplary service to CRA.

Award Recipients

Laureate Award

Lillian R. Putnam, 1996 (first recipient)
J. Estill Alexander, 1997
Albert J. Mazurkiewicz, 1998

A. B. Herr Award

Linda B. Gambrell, 1994
Jerry L. Johns, 1995
Timothy V. Rasinski, 1996
Barbara Walker, 1997
John E. Readence, 1998

Special Services Award

J. Estill Alexander, 1994
Victoria J. Risko, 1995
Patricia S. Koskinen, 1996
Lillian R. Putnam, 1996
Maria Valeri-Gold, 1997
Fredrick Fedorko, 1998

Notes

[1]Personal opinion of Co-Historian J. Estill Alexander and Susan L. Strode.

[2]Personal correspondence from Gary Shaffer, Treasurer, June 18, 1998.

[3]Gary Shaffer, "Who We Are and Where We Live," pp. 1 &2 of *Reading News*, Volume 24, No. 1 (Fall 1996), Ellen Jampole, ed.

[4]Gary Shaffer, "Membership Information" in Volume 24, No.3 issue of *Reading News*, page 1 (Spring 1997).

[5]"CRA Self Study" by Victoria J. Risko in *Reading News*, page 6, Volume 24, No. 2, Winter 1996.

[6]A questionnaire distributed by J. Estill Alexander to gather information to use in the recognition of Past-Presidents at the 31st Annual Conference, October 29-31, 1987.

[7]A questionnaire developed by Historians J. Estill Alexander and Susan B. Strode in the preparation of this document.

Appendix A. Thesis and Dissertation Award Winners

Thesis

1978 Patricia Fisher, Ernest Balajthy, and Sara Strous
1979 Concetta G. Hicks, Wendy S. Keeler, and Partricia Borowiec
1980 Linda J. Payne, Diane M. LaSorte, and Alice R. Edlredge
1981 Margaret B. Robertson, Phyllis Chatlos, and Anne Osbourne
1982 Renee Close Goostree, Karen Wood, and Dorothy Champlin
1983 Lynn Ellen Keeter
1984 Harvey M. Rubenstein, Judith R Marolf, and Janet M. McConologue
1985 Martha W. Johnson
1986 Cynthia M. Battalgia
1987 Mary Jane Pearce
1988 Karen Podey
1989 Delilah Shotts
1990 Lisa H. McGary
1991 Francis K. Hurley
1992 Rebekah E. Legman
1993 None awarded
1994 Randale Reese
1995 Linda B. Hunter
1996 Karen E. Schroeder
1997 Melissa L. Brock
1998 Brenda M. Greene

Dissertation Winners

1982 Mary Ann Medley and Daniel Pierce
1983 Ernest Balajthy
1984 Robert B. Cooter, Jr. and Sandra U. Gibson
1985 Lynn Smith
1986 Timothy V. Rasinski
1987 K. Roskos
1988 Kathleen Davis
1989 Linda Haren Irwin
1990 Nancy B. Cothern
1991 Patricia L. Schorer
1992 Elizabeth G. Sturtevant
1993 Gaoyin Qian
1994 Victoria Ridgeway
1995 Jan K. Bryan
1996 JoAnn Rubino Dugan
1997 Lawrence R. Sipe
1998 Linda S. Wold

Appendix B. Officers of the College Reading Association 1958-1998

The Committee for the College Reading Association (Formation Committee)

Bruce W. Brigham, Chairman, Supervisor of Adult, College and Secondary Reading Services, The Reading Clinic, Temple University Philadelphia, PA
Edward Dillon, Secretary-Treasurer, Director of Reading Services, Counseling Center, LaSalle College, Philadelphia, PA
Albert J. Mazurkiewicz, Publicity Chairman, Director, Reading and Study Clinic, Lehigh University, Bethlehem, PA
Edward R. Dubin, Institute Staff, The Reading Clinic, Temple Univ., Philadelphia, PA
William A. Gaines, Director, Reading Center, Delaware State College, Dover, DE
Helen M. Hall, Reading Consultant, Swarthmore College, Swarthmore, PA
Mrs. Clay A. Ketcham, Director, Reading and Study Program, Lafayette College, Easton, PA
Mrs. Eleanor M. Logan, Director of Reading Services, Pennsylvania Military College, Chester, PA
Theodore Maiser, Director, Reading Clinic, Muhlenberg College, Allentown, PA
E. Elona Sochor, Director, The Reading Clinic, Temple University, Philadelphia, PA

1958-1959

President, Bruce W. Brigham, Temple University (resigned and was succeeded by Albert J. Mazurkiewicz)
President-Elect, Albert J. Mazurkiewicz, Lehigh University
Secretary-Treasurer, Edward Dillon, LaSalle College
Board of Directors:
Mrs. Herbert E. (Clay) Ketcham, LaSalle College
Eleanor M. Logan, Pennsylvania Military College
William A. Gaines, Delaware State College
Edward R. Dubin, Temple University
Thomas Leiper, Pittsburg, Pennsylvania
Conference Coordinator, Edward Dillon, LaSalle College

1959-1960

President, Albert J. Mazurkiewicz, Lehigh University
Secretary-Treasurer, Edward Dillon, Temple University (resigned and was succeeded by Albert J. Mazurkiewicz)
Board of Directors:
Mrs. Herbert E.(Clay) Ketcham, LaSalle College
Eleanor M. Logan, Pennsylvania Military College
William A. Gaines, Delaware State College
Edward R. Dubin, Temple University
Thomas Leiper, Pittsburg, Pennsylvania

Note: Officer lists are based on what we believe to be the most complete and most accurate information available from published documents for given years. Any errors inherent in these documents will also appear in this Appendix. The Co-Historians acknowledge the assistance of Dr. A. Mazurkiewicz in constructing the first three years of officer lists. Reformatting and word processing by R. G. Brewer.

1960-1961

President, Albert J. Mazurkiewicz, Lehigh University
Secretary-Treasurer, Charles J. Versacci, Lehigh University
Board of Directors:
Mrs. Herbert E. (Clay) Ketcham, LaSalle College
Eleanor M. Logan, Pennsylvania Military College
William A. Gaines, Delaware State College
Editor of Proceedings, Mrs. Herbert E. (Clay) Ketcham

1961-1962

President, Albert J. Mazurkiewicz, Lehigh University
President-Elect, Mrs. Clay A. Ketcham, Lafayette College
Past President, Mr. Bruce W. Brigham, Temple University
Secretary-Treasurer, Mr. Charles J. Versacci, Lehigh University-Indefinite Appointment
Directors:
William A.Gaines, Delaware St. College
Mr. A. B. Herr, Rochester Institute of Technology
Martha J. Maxwell, University of Maryland
Charles Shinaberry, Slippery Rock St. College
Mr. Paul N. Terwilliger, Gettysburg College
(Sixth director–vacancy)
The following were appointed contributing editors to the Journal of the Reading Specialist:
M. Jerry Weiss, English Journal
Clay A. Ketcham, College English
Francis L. Christ, Journal of Developmental Reading
Martha J. Maxwell, Journal of Personnel and Guidance
John E. Daniel, Journal of Experimental Education
Edward R. Dubin, Journal of Clinical Psychology
Charles J. Versacci, Journal of Orthopsychiatry

1962-1963

President, Mrs. Herbert E. Ketcham, Lafayette College
President-Elect, Martha J. Maxwell, University of Maryland
Secretary-Treasurer, Charles J. Versacci, Lehigh University
Directors:
A. B. Herr, Chairman, Rochester Institute of Technology
Charles R. Colvin, Gannon College
William A. Gaines, Delaware State College
Paul N. Terwilliger, Gettysburg College
M. Jerry Weiss, Jersey City State College
Past-Presidents: Albert J. Mazurkiewicz, Bruce W. Brigham
The Journal of the Reading Specialist
The Official Organ of the College Reading Association Reading Clinic, Lehigh University
Albert J. Mazurkiewicz, Editor, Lehigh University
Lawrence Charry, Associate Editor

1963-1964

President, Martha Maxwell, University of Maryland
President-Elect, M. Jerry Weiss
Secretary-Treasurer, A. B. Herr, Rochester Institute of Technology
Directors:
Phillip Shaw, Brooklyn College
Alvina Burrows, New York University
Charles Colvin, Gannon College
Leonard Braam, Syracuse University
William Gaines, Delaware State College
Marjorie S. Johnson, Temple University
Past Presidents: Mrs. Herbert E. Ketcham, Albert J. Mazurkiewicz, Bruce W. Brigham

1964-1965

President, M. Jerry Weiss, Jersey City State College
President-Elect, Robert C. Aukerman, University of Rhode Island
Secretary-Treasurer, A. B. Herr, Rochester Institute of Technology
Directors:
Phillip Shaw, Brooklyn College
Alvina T. Burrows, New York University
Charles R. Colvin, Gannon College
Leonard S. Braam, Syracuse University
Gertrude Williams, D. C. Teachers College
Paul D. Leedy, American University
Past-Presidents, Martha J. Maxwell, Mrs. Herbert E. Ketcham, Albert J. Mazurkiewicz, Bruce W. Brigham
The Journal of The Reading Specialist
The Official Organ of the College Reading Association
Albert J. Mazurkiewicz, Editor, Lehigh University
Leonard S. Braam, Research Abstracts Editor, Syracuse University
Arthur W. Heilman, News, Views, and Review Editor, Penn State University
Lawrence Charry, Associate Editor

1965-1966

President, Robert C. Aukerman, University of Rhode Island
President-Elect, Leonard S. Braam, Syracuse University
Executive Secretary-Treasurer, A. B. Herr, Rochester Institute of Technology
Directors:
Phillip Shaw, Brooklyn College
Alvina Burrows, New York University
Eleanor M. Logan, Pennsylvania Military College
Gertrude Williams, District of Columbia Teachers College
Paul D. Leedy, American University
Martha Weber, Bowling Green State University
Stanley Weissman, Villanova University
Past-President Directors:
M. Jerry Weiss, Jersey City State College
Martha J. Maxwell, University of Maryland
Mrs. Herbert E. Ketcham, Lafayette College
Albert J. Mazurklewicz, Lehigh University
Bruce W. Brigham, Temple University

Committee Chairmen:
Membership, Phillip Shaw, Brooklyn College
Research, Leonard S. Braam, Syracuse University
Professional Standards and Ethics, Charles R. Colvin, Gannon College
Paper Back Book Commission, M. Jerry Weiss, Jersey City State College
Program, Leonard S. Braam, Syracuse University
Proceedings Editor, Mrs. Herbert E. Ketcham, LaSalle College
Journal Editor, Albert J. Mazurkiewicz, Lehigh University

1966-1967

President, Leonard S. Braam, Syracuse University
President-Elect, William H. Cooper, Ohio University
Past-President, Robert C. Aukerman, University of Rhode Island
Executive Secretary-Treasurer, A. B. Herr, Rochester Institute of Technology
Directors:
Gertrude Williams, District of Columbia Teachers College
Paul D. Leedy, American University
Robert M. Wilson, University of Maryland
Martha Weber, Bowling Green State University
Daniel T. Fishco, University of Southern Illinois
Elizabeth Johnson, Diablo Valley College
Uberto Price, Appalachian State Teachers College
Past-President Directors:
M. Jerry Weiss, Jersey City State College
Martha J. Maxwell, University of Maryland
Mrs. Herbert E. Ketcham, Lafayette College
Albert J. Mazurkiewicz, Lehigh University
Committee Chairmen:
Membership, Philip Shaw, Brooklyn College
Research, Leonard S. Braam, Syracuse University
Professional Standards and Ethics, Charles R. Colvin, Gannon College
Paper Back Book Commission, M. Jerry Weiss, Jersey City State College
Program, William H. Cooper, Ohio University
Proceedings Editor, Mrs. Herbert E. Ketcham, Lafayette College
Journal Editor, Albert J. Mazurkiewicz, Lehigh University

1967-1968

President, William H. Cooper, Ohio University
President-Elect, Roy E. Newton, State University of New York at Albany
Past-President, Leonard S. Braam, Syracuse University
Executive Secretary-Treasurer, A B. Herr, Rochester Institute of Technology
Directors:
Martha Weber, Bowling Green State University
Daniel T. Fishco, University of Southern Illinois
Elizabeth Johnson, Diablo Valley College
Uberto Price, Appalachian State Teachers College
George Schick, Purdue University
Marvin S. Joslow, Reading Institute of Boston
Robert M. Wilson, University of Maryland

Past-President Directors:
Robert C. Aukerman, University of Rhode Island
M. Jerry Weiss, Jersey City State College
Martha J. Maxwell, University of Maryland
Mrs. Herbert E. Ketcham, Lafayette College
Albert J. Mazurkiewicz, Lehigh University
Committee Chairmen:
Membership, Philip Shaw, Brooklyn College
Research, Leonard S. Braam, Syracuse University
Professional Standards and Ethics, Charles R. Colvin, Gannon College
Paper Back Book Commission, M. Jerry Weiss, Jersey City State College
Program, Roy E. Newton, State University of New York at Albany
Proceedings Editor, Mrs. Herbert E. Ketcham, Lafayette College
Journal Editor, Albert J. Mazurkiewicz, Lehigh University

1968-1969
President, J. Roy Newton, State University of New York at Albany
President-Elect, Uberto Price, Appalachian State University
Past-President, William H. Cooper, Ohio University
Executive Secretary-Treasurer, Leonard S. Braam, Syracuse University
Directors:
Elizabeth Johnson, Diablo Valley College
Uberto Price, Appalachian State University
S. Alan Cohen, Yeshiva University
George Schick, Purdue University
Robert M. Wilson, University of Maryland
William Davies, State University of New York at Oneonta
Joseph Nemeth, Bowling Green State University
Past-President Directors:
Leonard S. Braam, Syracuse University
Robert C. Aukerman, University of Rhode Island
M. Jerry Weiss, Jersey City State College
Martha J. Maxwell, University of Maryland
Mrs. Herbert E. Ketcham, Lafayette College
Committee Chairman:
Constitution, Marvin S. Joslow, Reading Institute of Boston
Elections, Leonard S. Braam, Syracuse University
Membership, William H. Cooper, State University of New York at Albany
Research, William Davies, State University of New York at Oneonta
Professional Standards & Ethics, Robert M. Wilson, University of Maryland
Multi-media Commission, M. Jerry Weiss, Jersey City State College
Program, Uberto Price, Appalachian State University
Publications, William H. Cooper, Ohio University
Procedures & Organization, Bruce W. Brigham, Temple University
Proceedings Editor, Mrs. Herbert E. Ketcham, Lafayette College
Journal Editor, Samuel S. Zeman, Shippensburg State College

1969-1970

President, Uberto Price, Appalachian State University
President-Elect, Robert M. Wilson, University of Maryland
Past-President, J. Roy Newton, State University of New York at Albany
Secretary-Treasurer, *Leonard S. Braam, Syracuse University
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*Martha J. Maxwell, University of Maryland
Daniel T. Fishco, Southern Illinois University
Stanley Krippner, Maimonides Medical Center
Charles R. Colvin, SUNY, Fredonia
*M. Jerry Weiss, Jersey City State College
William Davies, SUNY, Oneonta
Joseph Nemeth, Bowling Green State University
*Robert C. Aukerman, University of Rhode Island
*William H. Cooper, Ohio University
Mary C. Austin, Case Western Reserve University
Paul R. Kazmierski, Lorain Community College
*Ex-President
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Journal, Samuel S. Zeman, Shippensburg State College
Proceedings, Clay A. Ketcham, Lafayette College

1970-1971

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William Davies, Shippensburg State College
Joseph Nemeth, Bowling Green State University
*William H. Cooper, Ohio University
Mary C. Austin, Case Western Reserve University
Paul R. Kazmierski, Rochester Institute of Technology
*J. Roy Newton, State University of New York, Albany
David J. Yarington, University of Massachusetts
Dorothy D. Sullivan, University of Maryland
Esther K. Fox, Silver Spring, Maryland
*Ex-President
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Proceedings, Clay A. Ketcham, Lafayette College

1971-1972

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*Ex-President

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Conferences and Special Programs, Dorothy D. Sullivan, University of Maryland

1972-1973

President, Daniel T. Fishco, University of Southern Illinois
President-Elect, George 0. Phillips, Queens College City University of New York
Past-President, Jules C. Abrams, Hahnemann Medical College of Philadelphia
Secretary-Treasurer, Leonard S. Braam, Syracuse University
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Dorothy D. Sullivan, University of Maryland
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*J. Roy Newton, SUNY, Albany
Carol O'Connell, Department of Education, State of Ohio
Roy A. Kess, Temple University
David Wark, University of Minnesota
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Conferences and Special Programs, Dorothy D. Sullivan, University of Maryland

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1973-1974

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Roy A. Kress, Temple University
*Robert M. Wilson, University of Maryland
*Jules C. Abrams, Hahnemann Medical College of Philadelphia
Mae Johnson, Virginia State College
Sidney J. Rauch, Hofstra University
Richard L. Carner, University of Miami
Gary D. Spencer, Jersey City State College
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Editor of Journal, Reading World, Samuel S. Zeman, Shippensburg State College
Publications Business Manager, James R. Geyer, Shippensburg State College
Membership Chairman, B. William Gage, Rochester Institute of Technology
Coordinator of Conferences and Special Programs, Janet K. Carsetti, University of Maryland

1974-1975

President, Paul R. Kazmierski, Rochester Institute of Technology
President-Elect, Richard L. Carner, University of Miami
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Secretary-Treasurer, Dorothy D. Sullivan, University of Maryland
Board of Directors:
June B. Ewing, Georgia Southwestern College
Mae Johnson, Virginia State College
B. William Gage, Rochester Institute of Technology
Jules C. Abrams, Halineininti Medical College, and Hospital
Gary D. Spencer, Jersey City State College
*Daniel T. Fishco, Western Illinois University
Barbara Klaesar, Milwaukee School of Engineering
Thomas J. Edwards, SUNY at Buffalo
Carol O'Connell, Department of Education, State of Ohio
*Past President
Editor of Journal, Reading World, Samuel S. Zeman, Shippensburg State College
Publications Business Manager, James R. Geyer, Shippensburg State College
Membership Chairman, B. William Gage, Rochester Institute of Technology
Coordinator of Conferences and Special Programs, Janet K. Carsetti, University of Maryland

1975-1976

President, Richard L. Carner, University of Miami
President-Elect, Phillip L. Nacke, University of Kentucky
**Past-President*, Paul R. Kazmierski, Rochester Institute of Technology
Executive Secretary, June B. Ewing, Georgia South West College
Treasurer, Dorothy D. Sullivan, University of Maryland
Board of Directors:
- *Daniel T. Fishco, Western Illinois University
- Barbara Klaeser, Alvertio College
- Gary D Spencer, Jersey City State College
- Thomas J. Edwards, SUNY at Buffalo
- Carol O'Connell, Department of Education, State of Ohio
- Joseph Brunner, Montclair State College
- Thomas J. Fitzgerald, SUNY at Albany
- Marvin S. Joslow, The Reading Institute of Boston
- * Past-President

Editor of Journal, Reading World, Samuel S. Zeman, Shippensburg State College
Publications Business Manager, James R. Geyer, Shippensburg State College
Membership Chairman, B. William Gage, Rochester Institute of Technology
Co-coordinators of Conferences and Special Programs, Janet K. Carsetti, University of Maryland, and Zelda B. Smith, Gables Academies, Miami, FL

1976-1977

President, Phillip L. Nacke, University of Kentucky
President-Elect, Janet K. Carsetti, American Correctional Association
Past-President, Richard L. Carner, University of Miami
Executive Secretary, June B. Ewing, Georgia Southwestern College
Treasurer, Wallace Miller, University of Southern Mississippi
Board of Directors:
- Wallace Miller, University of Southern Mississippi
- B. William Gage, Rochester Institute of Technology
- Carol O'Connell, Department of Education, State of Ohio
- *George 0. Phillips, Sr., Queens College CUNY
- Thomas J. Fitzgerald, New York State Education Department
- Marvin S. Joslow, The Reading Institute of Boston
- *Paul R. Kazmierski, Rochester Institute of Technology
- Kenneth Bourne, Essex Community College, Chairperson, College Division
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